SEROCO QUALITY PAINTS

SEARS, ROEBUCK AND CO.

Paint Your Home Like One of These

$17.54

Paints This House Two Coats.

Size of house, 26x32—17 feet high to eaves.

Body, 8 gallons No. 30B207 Lemont Stone	$14.70
Trimming, 1½ gallons No. 30B243 Outside White	2.84
Total	$17.54

If Shingle Stain is wanted for the roof order No. 30B1181 Moss Green, 10 gallons, **$8.80** extra.

$22.79

Paints the House Shown Below Two Coats.

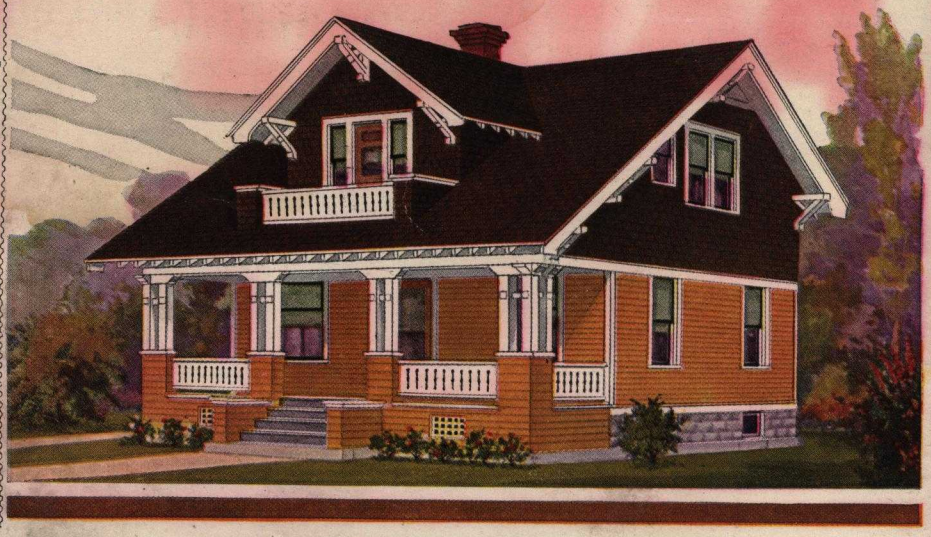
Size of house, 30x24—17 feet high.

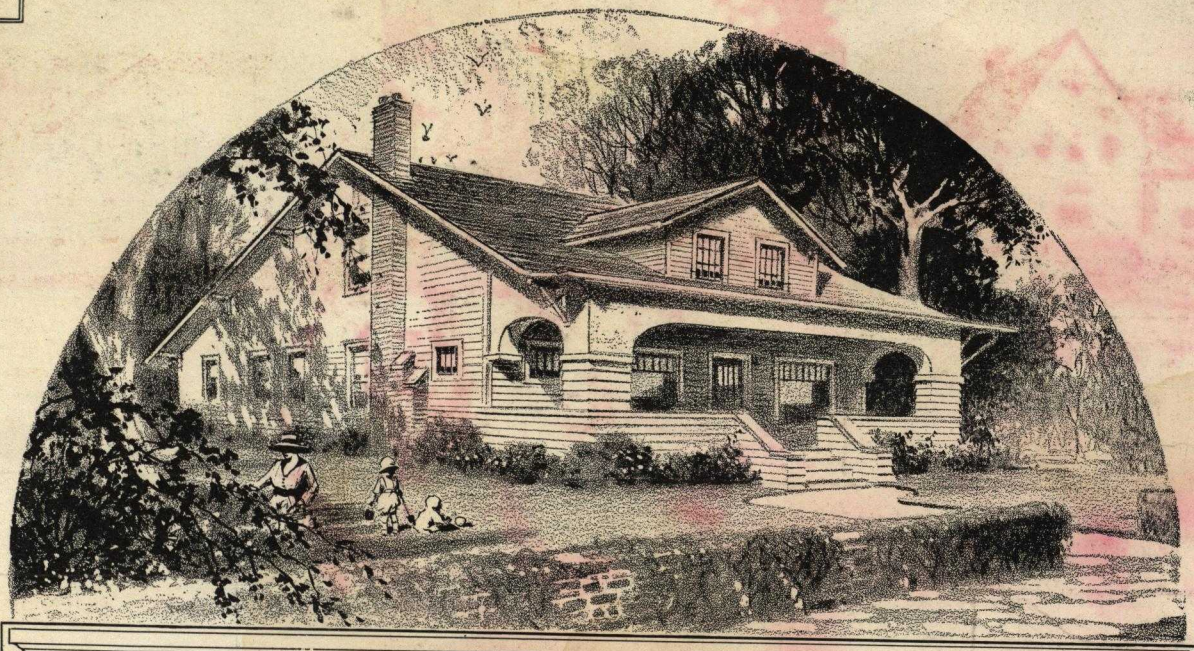
Body, 4 gallons No. 30B218 Buff	$ 7.43
Trimming, 1½ gallons No. 30B243 Outside White	2.84
14 gallons Shingle Stain No. 30B1186, Bungalow Brown	12.52
Total	$22.79

Your home can be made as attractive as any of these and the cost will be *very* small if you use Seroco Paint.

Seroco Paint does *more* than make your home attractive—it lengthens its life and adds several hundred dollars to its value. It transforms a dingy, obscure structure into a distinctive and impressive looking *home*—of which anyone may well be proud.

It's really wonderful what a transformation a coat of Seroco Paint will make—and it's equally wonderful how *long* the improvement will last.





SEROCO PAINT

Our Own Trade Mark, Registered in U. S. Patent Office.

See Pages 2 and 3 for Colors and Prices of Seroco Paint.

AS THE years have brought advances in science, in manufacture, in education, so have we continually developed our paint products to their present high standard.

The latest methods of handling, the most advanced machinery, the perfected formulas for the mixture of ingredients have brought Seroco Paint to a degree of excellence which years ago seemed unattainable.

As experiments teach our experts new and better ways of producing paint, these discoveries are immediately put into use, so that our customers may be assured of the best that we can provide. Naturally, also, we take advantage of the progress science makes in this direction with the end in view of bringing Seroco Paint to the highest state of development.

Our guarantee, which protects the purchaser even after Seroco Paint is applied, is evidence indeed of our firm belief in Seroco quality. The test of wear is the only real test for paint quality, and a guarantee which fully covers that point must of necessity go only with a product of unquestioned quality.

We could tell you in technical terms of the problems which enter into the manufacture of paint; of the ingredients from which it is made and the process these ingredients must go through before the finished product is produced. But all this would avail nothing—unless we were willing to back these statements with our guarantee.

And that is why you will find the formula for the manufacture of Seroco Paint on every can we sell. Open and above board, we frankly tell you the ingredients which compose Seroco Paint—and back of this formula is our rigid guarantee.

Today, in every part of the country, under all climatic conditions, Seroco Paint is giving perfect satisfaction to thousands upon thousands of paint users. Seroco Paint is not an experiment; it is a proven success.

Made in our own factory, under the supervision of our paint experts, Seroco quality is unchanging. Uniform at all times, it stands as a remarkable example of what really good paint can do.

Quality, yet more quality, and quality added to that, and you have some idea of Seroco Paint. The best ingredients we can obtain enter into its making. The most skilled workmen and the most advanced machinery see that these ingredients do their work.

In marketing Seroco Paint we are able to offer it to you at a price which means a distinct saving,

BECAUSE—

FIRST—We manufacture it ourselves in our own factory;

SECOND—We sell it direct to you, thereby eliminating middlemen's profits; and,

THIRD—It is made and sold in enormous quantities.

When you buy paint, however, consider quality first, because uncertain quality at a low price is not economy.

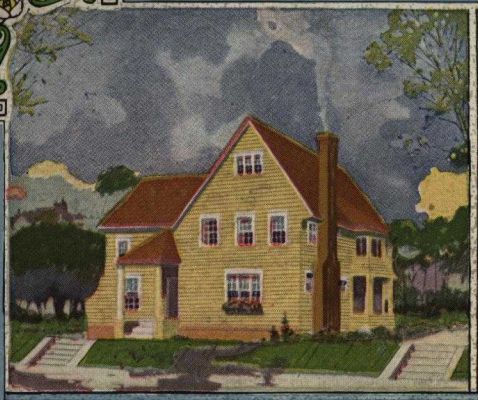
For quality, for service, for satisfaction, for beauty, for economy,

Buy Seroco Paint

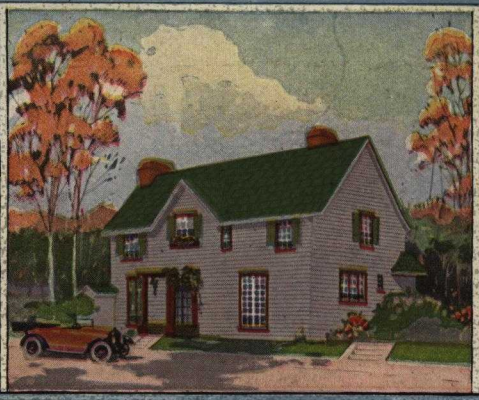
Guarantee

We guarantee our paint to give you the service you have a right to expect; that it represents full value for the price you pay. After applying a portion of any paint you purchased from us, if you are dissatisfied in any way, you may send back the remainder and we will return the price you paid for the entire quantity, including all shipping charges. Or, if after you have applied all the paint, you are not satisfied with the service it gives, we agree to furnish new paint free of charge and pay all shipping charges.

Sears, Roebuck and Co.



Only 14½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 33x25—22 feet high to eaves.
Body, 12½ gallons No. 30B218 Buff.
Trimming, 2 gallons No. 30B243 Outside White.
Roof requires 13 gallons of Shingle Stain.
No. 30B1185 Red is illustrated.
See pages 3 and 8 for prices.



Only 13½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 35x23—22 feet high to eaves.
Body, 11½ gallons No. 30B201 French Gray.
Trimming, 2 gallons No. 30B229 Red.
Roof requires 11 gallons of Shingle Stain.
No. 30B1181 Moss Green is illustrated.
See pages 3 and 8 for prices.

Only 10½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 38x29—12 feet high to eaves.
Body, 8½ gallons No. 30B226 Willow Green.
Trimming, 2 gallons of No. 30B201 French Gray.
Roof requires 14 gallons of Shingle Stain.
No. 30B1185 Red is illustrated.
See pages 3 and 8 for prices.

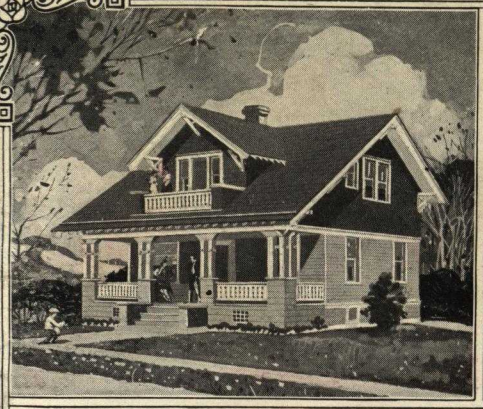
We guarantee these colors to satisfy you. If you are not satisfied with the color after applying the first few brushfuls of paint, return the entire shipment at our expense and we will return your money, including the freight charges. See page 1 for our complete Paint Guarantee.
NOTE: Colors marked with an asterisk (*) are recommended for interior work only.

Seroco Ready Mixed Paint

Our Own Trade Mark, Registered in U. S. Patent Office.

WE FURNISH SEROCO READY MIXED PAINT IN THE FOLLOWING COLORS. For description and prices of Seroco Paint see opposite page.

WHITE			GREEN TINT
TINTED WHITE	CANARY	PEARL	MEDIUM GREEN *
CREAM TINT	ORANGE	LIGHT GRAY	LIGHT BLUE
CREAM	COLONIAL YELLOW	YELLOW DRAB	NILE GREEN *
STRAW	OAK WOOD	LIGHT STONE	PEA GREEN
BUFF	FAWN	LEMONT STONE	WILLOW GREEN
DOVE	BEAVER	LIGHT DRAB	GOLDEN GREEN
PINK *	SEAL BROWN	LIGHT SLATE	MOSS GREEN
TERRA COTTA	LEATHER BROWN	FRENCH GRAY	BLIND GREEN
RED	BROWN	DARK GRAY	MYRTLE GREEN
MAROON	PURE BLUE	SLATE	BLACK



Only $1.72 Per Gallon In 50 Gallon Barrels SEROCO PAINT

Why You Should Paint Your Home

Protection. If your house is not painted the weather is destroying it just as surely as though it were on fire, because decay and fire both cause practically the same results, the length of time required for the destruction being the only difference. It would be false economy not to protect the money you have invested in your home. Rot and decay cost you much more than a coat of paint. You lengthen the life of your home by keeping it always painted with Seroco Paint.

Beauty. Seroco Paint forms a beautiful high gloss surface which readily sheds water. It will beautify your home and make it more attractive. And best of all about Seroco Paint is that **its beauty lasts,** because it does not chalk or peel or rub off. Its long wearing qualities are amazing and we guarantee it to give absolute satisfaction so that besides beautifying your home and making it more attractive, Seroco Paint protects it from decay and helps you safeguard the money you have invested in it.

Whether you paint for appearance or for weather protection the quality of the paint you use is of the utmost importance, because paint which peels, blisters or rubs off neither looks well nor does it protect. Seroco Paint is backed by our guarantee of satisfaction or money returned. In all our tests we have never found a more durable paint.

Price. When you compare the price of Seroco Paint with the price of other paints remember that Seroco Paint is made in our own factory and sold to you direct with only one profit added. The price of other paints oftentimes represents the profit added by the manufacturer, the wholesaler, traveling salesmen and the retailer. Many paints selling for from 50 cents to $1.00 more per gallon cost no more than Seroco Paint to manufacture.

How to Measure Your House for Paint.

To find the quantity of paint you require, measure the length, width and height of the building. Add together the total length in feet of the two sides and two ends of the building. Multiply this by the height of the building. Then divide the number of the square feet of building surface by 250 and you have the number of gallons required for the building.

For example, suppose your building measures 26 feet wide, 33 feet long and 22 feet high, you would figure it as follows:

Front	26 feet
One side	33 feet
Rear	26 feet
Other side	33 feet
Total	118 feet
Multiply this by height	22 feet
Total	2,596 sq. ft.

Divide this by 250, which represents the approximate number of square feet of surface that 1 gallon of our paint will cover two coats. You will find this gives about 11 gallons. If the surface is in good condition and has been previously painted, it should not require even that much, and if the surface has never been painted we recommend three coats for a first class job. In figuring the amount of trimming required, the rule of 1 gallon of trimming to 5 gallons of body is usually followed. If you want to paint a barn or a fence, measure the same way as we have measured this house, and figure the amount of our barn paint accordingly.

Colors and Prices of Seroco Ready Mixed House Paints.

These colors are shown among those illustrated under Seroco Ready Mixed House Paint on the opposite page. Order by catalog number and state color wanted.

30B201	French Gray	30B218	Buff	30B207	Lemont Stone
30B202	Dove	30B219	Terra Cotta	30B221	Leather Brown
30B203	Straw	30B223	Light Blue	30B244	Medium Green
30B204	Pea Green	30B226	Willow Green	30B246	Colonial Yellow
30B205	Light Drab	30B229	Red*	30B251	Orange
30B206	Canary	30B230	Brown	30B252	Oak Wood
30B208	Pearl	30B232	Myrtle Green	30B253	Golden Green
30B209	Beaver	30B233	Slate	30B254	Cream Tint
30B210	Pink	30B235	Light Stone	30B256	Tinted White
30B212	Moss Green	30B236	Blind Green	30B258	Seal Brown
30B213	Nile Green	30B237	Dark Gray	30B259	Light Gray
30B215	Cream	30B239	Black	30B261	Yellow Drab
30B216	Fawn	30B241	Green Tint	30B224	Maroon
30B217	Pure Blue	30B242	Light Slate	30B243	Outside White
				30B257	Inside White

*No. 30B229 Red is especially prepared for brick as well as wood.

50-gallon barrel	(Shpg. wt., 750 lbs.)	Per gal.	$1.72
25-gallon ½ barrel	(Shpg. wt., 375 lbs.)	Per gal.	1.78
5-gallon can	(Shpg. wt., 75 lbs.)	Per gal.	1.83
3-gallon can	(Shpg. wt., 45 lbs.)	Per gal.	1.85
1-gallon can	(Shpg. wt., 15 lbs.)		1.88
½-gallon can	(Shpg. wt., 10 lbs.)		.96
1-quart can	(Shpg. wt., 5 lbs.)		.50

Only 7½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 22x24 ft.—12 ft. high to eaves.
Body, 6 gallons No. 30B206 Canary.
Trimming, 1½ gallons No. 30B209 Beaver.
Roof requires 7 gallons of Shingle Stain.
No. 30B1182 Willow Green is illustrated.
See pages 3 and 8 for prices.

Only 8½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 36½x28 ft.—12 ft. high to eaves.
Body, 7 gallons No. 30B221 Leather Brown.
Trimming, 1½ gal. No. 30B243 Outside White.
Roof requires 13 gallons of Shingle Stain.
No. 30B1186 Bungalow Brown is illustrated.
See pages 3 and 8 for prices.

Only 8½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 26x44 ft.—12 ft. high to eaves.
Body, 7 gallons No. 30B253 Golden Green.
Trimming, 1½ gallons No. 30B229 Red.
Roof requires 15 gallons of Shingle Stain.
No. 30B1185 Red is illustrated.
See pages 3 and 8 for prices.

Buggy Paint

For description and prices see page 8.

30B1600 Pure Yellow Buggy and Carriage Paint.
30B1610 Vermilion Buggy and Carriage Paint.
30B1620 Light Wine Buggy and Carriage Paint.
30B1660 Dark Wine Buggy and Carriage Paint.
30B1630 Coach Green Buggy and Carriage Paint.
30B1640 Dark Green Buggy and Carriage Paint.
30B1670 Black Buggy and Carriage Paint.

Auto Color Varnish

For description and prices see page 8.

30B1700 Light Yellow Automobile Varnish.
30B1760 Auto Gray Automobile Varnish.
30B1720 Mouse Gray Automobile Varnish.
30B1710 Red Automobile Varnish.
30B1750 Dark Blue Automobile Varnish.
30B1730 Dark Green Automobile Varnish.
30B1740 Black Automobile Varnish.

Chinese Gloss Lacquer

(Colored Varnish.)

For description and prices see page 10.

30B2696 Clear Chinese Gloss Lacquer.
30B2690 Light Oak Chinese Gloss Lacquer.
30B2691 Dark Oak Chinese Gloss Lacquer.
30B2693 Cherry Chinese Gloss Lacquer.
30B2692 Mahogany Chinese Gloss Lacquer.
30B2694 Walnut Chinese Gloss Lacquer.
30B2695 Green Chinese Gloss Lacquer.

Floor Paint

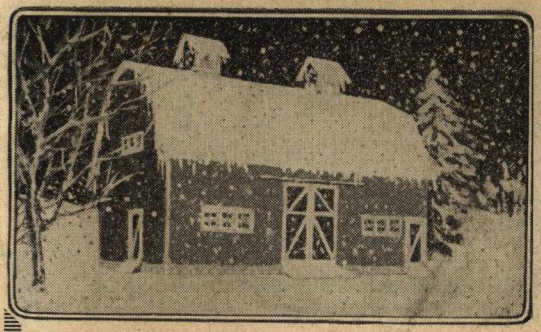
For description and prices see page 9.

Buff Floor Paint.
Yellow Floor Paint.
Light Brown Floor Paint.
Gray Floor Paint.
Lead Floor Paint.
Green Floor Paint.
Maroon Floor Paint.

Gloss Enamel

For description and prices see page 11.

30B2164 White Gloss Enamel.
30B2162 Ivory Gloss Enamel.
30B2152 Cream Gloss Enamel.
30B2154 Pea Green Gloss Enamel.
30B2155 Nile Green Gloss Enamel.
30B2156 Light Blue Gloss Enamel.
30B2158 Lavender Gloss Enamel.
30B2159 Pink Gloss Enamel.
30B2160 Lilac Gloss Enamel.
30B2149 Light Tan Gloss Enamel.
30B2163 Light Gray Gloss Enamel.
30B2151 Light Slate Gloss Enamel.



SEROCO MINERAL BARN PAINT

WEATHERPROOF

Seroco Is Our Own Trade Mark, Registered in U. S. Patent Office.

$1.07 Per Gallon in 50-Gallon Barrel.

$1.11 Per Gallon in 25-Gallon Half Barrel.

$1.13 Per Gallon in 5-Gallon Kit.

$1.18 Per Gallon in 1-Gallon Can.

LENGTHEN THE LIFE OF YOUR BARNS

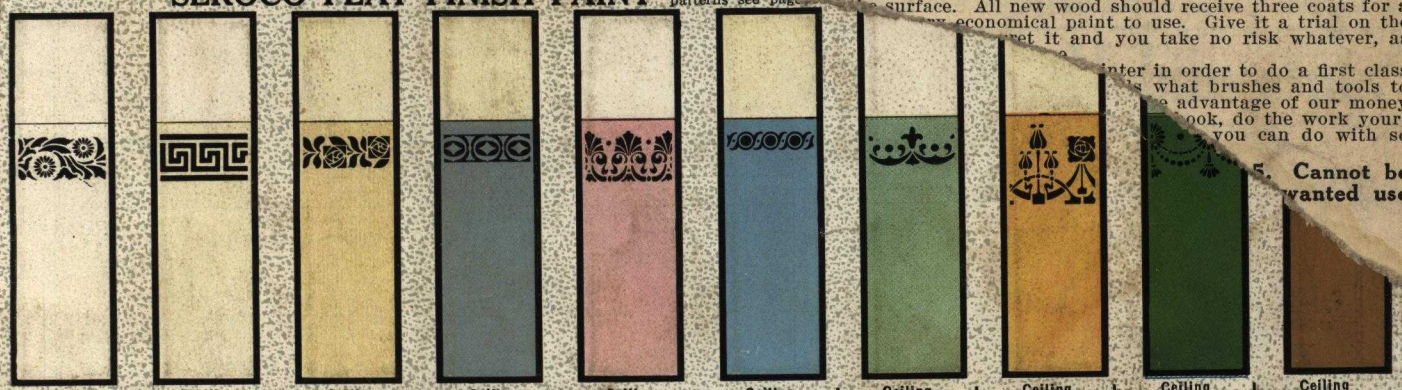
By Keeping Them Always Painted With Seroco Mineral Barn Paint

Floor. No. 3... Finish. Page 13. Furniture and Woodwork. Chinese Gloss Lacquer. Page 10.

Whether you paint for appearance or for protection ... paint ... patterns see page ... it will cover 300 square feet and over, two coats, depending on the ... surface. All new wood should receive three coats for a ... economical paint to use. Give it a trial on the ... it and you take no risk whatever, as ... inter in order to do a first class ... what brushes and tools to ... advantage of our money ... ook, do the work your- ... you can do with so ... 5. Cannot be ... wanted use

Covering Capacity and Economy of Seroco Mineral Barn Paint. One gallon of Seroco Weatherproof Mineral Barn Paint will cover about 250 square feet of surface, two good coats, and in many instances

SEROCO FLAT FINISH PAINT



Ceiling	Perforated Stencil Pattern	Side Wall
30B2013 White	30B409	30B2013 White
30B2013 White	30B446	30B2005 Cream
30B2005 Cream	30B424	30B2008 Buff
30B2005 Cream	30B421	30B2004 Pearl Gray
30B2013 White	30B411	30B2007 Pink
30B2005 Cream	30B420	30B2016 Blue Tint
30B2013 White	30B432	30B2018 Green Tint
30B2005 Cream	30B444	30B2015 Light Tan
30B2018 Green Tint	30B433	30B2019 Medium Green
30B2015 Light Tan	30B438	30B2009 Seal Brown

Kalsomine

Velvet Sanitary Kalsomine or Wall Finish. See Page 11

30B2617 WHITE

30B2616 LIGHT GRAY

30B2601 IVORY

30B2607 OLIVE GRAY

30B2614 SALMON PINK

30B2604 LIGHT GREEN

30B2606 CREAM

30B2608 BUFF

30B2609 LIGHT PINK

30B2613 PEA GREEN

30B2605 CANARY YELLOW

30B2600 LIGHT TAN

30B2612 BLUE

30B2615 GREEN

Fresco Colors

Velvet Sanitary Colors. Positively will not fade or discolor. Sold in 1-pound packages. For description and prices see page 11.

30B2619 CARMINE FRESCO

30B2621 BROWN FRESCO

30B2620 GREEN FRESCO

Seroco Weatherproof Mineral Barn Paint

For description and prices see page 7.

30B820 DARK GRAY

30B830 YELLOW

30B810 LEAD COLOR

30B800 OXIDE RED

30B860 NATURAL GREEN

30B850 MAROON

SHINGLE STAIN

Seroco Improved Creosote Shingle Stains. For description and prices see page 8.

30B1182 WILLOW GREEN

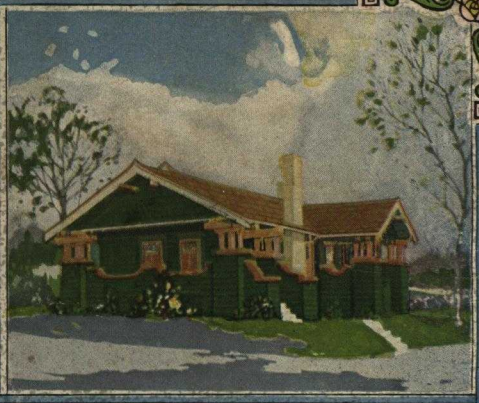
30B1181 MOSS GREEN

30B1185 RED

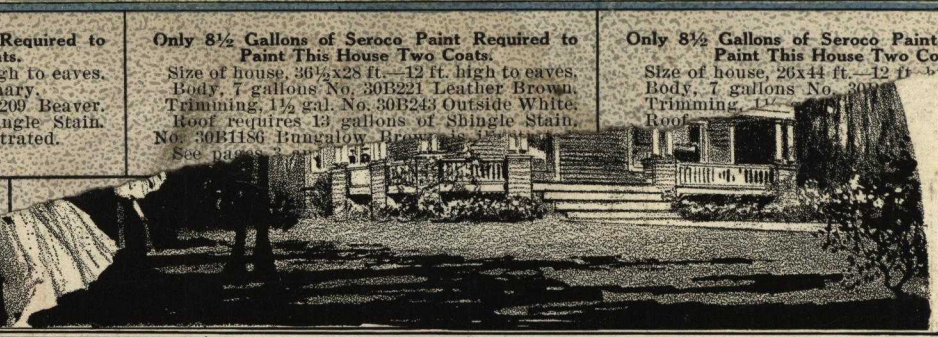
30B1186 BUNGALOW BROWN

Only 7½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 22x24 ft.—12 ft. high to eaves.
Body, 6 gallons No. 30B206 Canary.
Trimming, 1½ gallons No. 30B209 Beaver.
Roof requires 7 gallons of Shingle Stain.
No. 30B1182 Willow Green is illustrated.
See pages 3 and 8 for prices.

Only 8½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 36½x28 ft.—12 ft. high to eaves.
Body, 7 gallons No. 30B221 Leather Brown.
Trimming, 1½ gal. No. 30B243 Outside White.
Roof requires 13 gallons of Shingle Stain.
No. 30B1186 Bungalow Brown is [illegible]
See pages [illegible]



Only 8½ Gallons of Seroco Paint Required to Paint This House Two Coats.
Size of house, 26x44 ft.—12 ft. [illegible]
Body, 7 gallons No. 30B[illegible]
Trimming, 1½ [illegible]
Roof [illegible]



Buggy Paint

For description and [illegible] page 8

30B

POLICY HOUSE PAINT

POLICY HOUSE PAINT is made of white lead, zinc and linseed oil with pure turpentine Japan dryer and enough color to make the desired shade. It is made of the highest priced materials and it costs just as much to make as the highest priced paints on the market today. The formula of contents is on every label.

The only reason you can buy Policy House Paint at only $2.42 to $2.58 per gallon is because we make it in our own factory. Compare these prices with the regular retail prices asked for paint made like our Policy House Paint. You will be amazed at the difference in our favor. The money we save you is the middlemen's profit. If you want to use a white lead and zinc paint you can make a big saving by buying it from us.

Policy House Paint will wear as well as any other white lead, zinc and oil paint, but from exhaustive tests that have been made all the evidence proves that our Seroco Paint is more durable than any combination of white lead, zinc and oil that we have yet been able to find.

Concrete or Stucco Paint for Any Building or Silo Made of Brick, Stone, Concrete or Stucco.

Our Concrete or Stucco Paint provides a most efficient and durable damp-proofing treatment for exterior masonry surfaces. It penetrates the pores of the surface and on hardening thoroughly seals them, preventing the absorption of water into the treated area. The distinctive appearance of a masonry surface is entirely retained by the use of this stucco paint. It equalizes the color of the surface and imparts a finish of stonelike texture of a most attractive nature. It is strictly a cement coating prepared to meet the exact physical and chemical requirements of a masonry surface and not only excludes dampness from the wall, maintaining a perfectly dry and sanitary condition on the interior, but it prevents all tendency of the treated area to become stained and unsightly.

This paint is also adapted for painting concrete floors. By forming a tough film over the surface it prevents the cement dust from accumulating and keeps the floor clean.

Our Concrete or Stucco Paint covers approximately 100 square feet, two coats per gallon, on a surface of average porosity. It is easily applied and retains its original color.

Concrete or Stucco Paint can be furnished only in the following colors. These colors are shown among those illustrated under Seroco Ready Mixed House Paint on page 2.

30B2028	White	30B2032	Brown
30B2029	French Gray	30B2033	Dark Gray
30B2030	Cream	30B2034	Willow Green
30B2031	Buff	30B2035	Red

Prices for Concrete or Stucco Paint.

½-gallon can..	(Shpg. wt., 10 lbs.)	$0.89
1-gallon can..	(Shpg. wt., 15 lbs.)	1.68
5-gallon can..	(Shpg. wt., 70 lbs.) per gallon	1.65

Some people have never heard of anything but white lead and oil paints. Naturally when they think of painting they believe that the only paint for them to use is white lead and oil. Indeed, white lead still remains the basic pigment from which paint is made, but it has long since been discovered that it is as unwise to use **all** white lead in paint as it would be to use pure gold in a watch. A watch case of pure gold would very soon wear out. A pure white lead paint generally breaks down in two years. Now the life of a paint film depends a very great deal on the character of the linseed oil. In fact, the linseed oil is of more vital importance than any pigment which may be used with it.

If you have been mixing your own paint from white lead and oil, send for a quantity of Policy House Paint and test it out in any way you see fit. We are going to let you be the judge.

But whether you wish to use a white lead and zinc paint or our Seroco House Paint we can save you money.

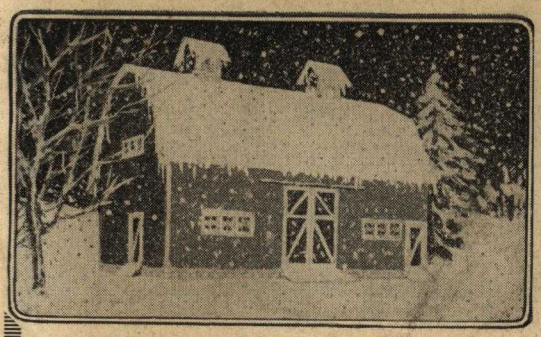
Policy House Paint can only be furnished in the following colors. These colors are shown among those illustrated under Seroco Ready Mixed House Paint on page 2. For instructions on how to measure your house for painting see page 3.

NOTE—Colors No. 30B710, No. 30B713, No. 30B723 and No. 30B744 are recommended for interior use only.

30B701	French Gray	30B715	Cream	30B741	Green Tint
30B702	Dove	30B716	Fawn	30B742	Light Slate
30B703	Straw	30B718	Buff	30B743	Outside White
30B704	Pea Green	30B721	Leather Brown	30B744	Medium Green
30B705	Light Drab	30B723	Light Blue	30B746	Colonial Yellow
30B706	Canary	30B726	Willow Green	30B754	Cream Tint
30B708	Pearl	30B729	Red	30B756	Tinted White
30B709	Beaver	30B733	Slate	30B758	Seal Brown
30B710	Pink	30B735	Light Stone	30B759	Light Gray
30B713	Nile Green	30B737	Dark Gray	30B761	Yellow Drab

Prices of Policy House Paint.

50-gallon barrel	(Shpg. wt., 780 lbs.)	per gallon..	$2.42
25-gallon half barrel	(Shpg. wt., 395 lbs.)	per gallon..	2.48
5-gallon kit	(Shpg. wt., 80 lbs.)	per gallon..	2.53
3-gallon can	(Shpg. wt., 45 lbs.)	per gallon..	2.55
1-gallon can	(Shpg. wt., 15 lbs.)		2.58
½-gallon can	(Shpg. wt., 10 lbs.)		1.38
1-quart can	(Shpg. wt., 5 lbs.)		.72



SEROCO MINERAL BARN PAINT
WEATHERPROOF

Seroco Is Our Own Trade Mark, Registered in U. S. Patent Office.

$1.07 Per Gallon in 50-Gallon Barrel. | **$1.11** Per Gallon in 25-Gallon Half Barrel. | **$1.13** Per Gallon in 5-Gallon Kit. | **$1.18** Per Gallon in 1-Gallon Can.

LENGTHEN THE LIFE OF YOUR BARNS
By Keeping Them Always Painted With Seroco Mineral Barn Paint

Whether you paint for appearance or for protection you should use the best paint possible to obtain, regardless of price. When it comes to price, however, you are able to get the best from us at such a saving that it will pay you well to send us your order.

Seroco Mineral Barn Paint is an excellent preservative. The minerals are ground and reground to unusual fineness by modern, up to date machinery, thus insuring exceptional spreading qualities. Few, if any, barn paints will give you equal wearing satisfaction. The fact that we sell thousands of gallons yearly testifies to its wonderful quality.

However, we want you to try it out for yourself. Send for a gallon can, costing $1.18, paint the section of your barn which has the hardest wear, and after a thorough trial we are certain that you will send for a sufficient quantity to paint the entire barn. Especially is it suitable for metal roofs, and many customers have testified to its excellent service for this purpose.

Covering Capacity and Economy of Seroco Mineral Barn Paint.

One gallon of Seroco Weatherproof Mineral Barn Paint will cover about 250 square feet of surface, two good coats, and in many instances it will cover 300 square feet and over, two coats, depending on the condition of the surface. All new wood should receive three coats for a good job. It is a very economical paint to use. Give it a trial on the next job; you will never regret it and you take no risk whatever, as you are protected by our guarantee.

You do not need to be an expert painter in order to do a first class job with this paint. This paint book tells what brushes and tools to use, and it helps you to do a good job. Take advantage of our money saving paint prices and, with the help of this book, do the work yourself and you will be surprised how good a job you can do with so little cost.

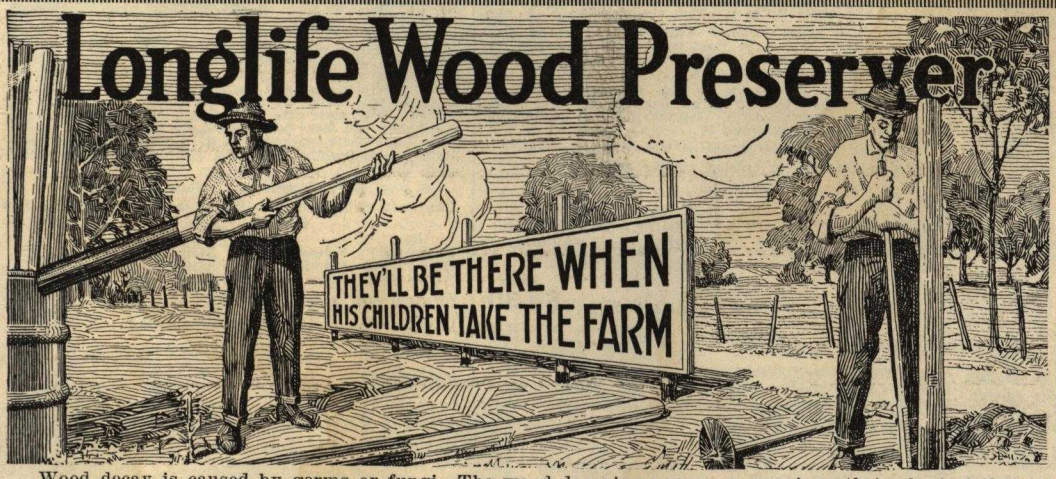
For colors of Mineral Barn Paint see page 5. Cannot be furnished in white or gray. If white or gray is wanted use Seroco House Paint, shown in color on page 2.

No. 30B800 Oxide Red Mineral Barn Paint.
No. 30B810 Lead Color Mineral Barn Paint.
No. 30B820 Dark Gray Mineral Barn Paint.
No. 30B830 Yellow Mineral Barn Paint.
No. 30B850 Maroon Mineral Barn Paint.
No. 30B860 Natural Green Mineral Barn Paint.

	Shpg. Wt.	Per Gal.
1-gallon can	15 lbs.	$1.18
5-gallon kit	70 lbs.	1.13
25-gallon half barrel	350 lbs.	1.11
50-gallon barrel	700 lbs.	1.07

YOU ADD SIX YEARS TO THE LIFE OF YOUR BARN EVERY TIME YOU PAINT.

Longlife Wood Preserver



Wood decay is caused by germs or fungi. The wood decaying germs or organisms thrive best at the surface of the ground where a uniform condition of heat and moisture exists. Keep your timbers from rotting by preventing these organisms from developing. They cannot live in the presence of LONGLIFE Wood Preserver, and for the effective preservation of fence posts, sills, joists, mine timbers, telegraph poles, railroad ties, and all other timbers which come in contact with the surface of the ground, LONGLIFE Wood Preserver has proved its preservative qualities.

Although excellent preservation can be obtained by merely brushing two or three coats of the liquid on the post, preservation is best accomplished by heating LONGLIFE Wood Preserver and dipping the butt ends of the posts in the hot liquid to about 6 inches above the ground line. The hot preservative thus enters the pores of the wood and protects the post against all decay for years and years to come, and at the trifling cost of 3 to 6 cents per post.

LONGLIFE Wood Preserver is unlike many of the so called preservatives which due to their tendency to evaporate, remain in the wood but a short time, mix readily with water and become absolutely worthless as a preservative. LONGLIFE Wood Preserver has been known to double the life of cedar posts and to add from ten to fifteen years to the life of cottonwood and other soft woods that otherwise cannot be used for posts. The cost per gallon may be a trifle more than you are asked to pay for so called preservatives which evaporate readily, but the cost per post, measured in length of preservation, makes LONGLIFE Wood Preserver the least expensive preservative on the market. One gallon will treat the butt ends of about twenty ordinary posts to a distance of 2½ feet.

Concrete walls and blocks can be made waterproof with two coats of LONGLIFE Wood Preserver, which should be applied at an interval of 24 hours. Concrete so treated is not injured by frost, nor does it become slippery from ice or sleet.

LONGLIFE Wood Preserver gives a handsome brown color that never fades, darkens or peels off. It shows the natural grain of the wood to good advantage and, with trimmings in other colors, gives a very pleasing effect. LONGLIFE Wood Preserver is highly recommended for shingle roofs, as it spreads evenly and does not form ridges between or at the lower edges of the shingles.

PRICES No. 30B1947 LONGLIFE Wood Preserver.

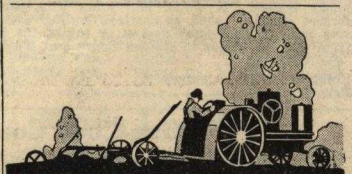
50c Per Gallon	64c Per Gallon	65c Per Gallon	69c Per Gallon
in 50-Gal. Bbl. Shpg. wt., 550 lbs.	in 10-Gal. Can. Shpg. wt., 100 lbs.	in 5-Gal. Can. Shpg. wt., 50 lbs.	in 1-Gal. Can. Shpg. wt., 10 lbs.

Coal Tar.

No. 30B3468½ Distilled Liquid Coal Tar.

	Per Gal.
1-gallon can. Shpg. wt., 14 lbs.	39c
5-gallon can. Shpg. wt., 51 lbs.	35c
10-gallon can. Shpg. wt., 105 lbs.	32c
25-gallon ½ barrel. Shpg. wt., 250 lbs.	27c
50-gallon barrel. Shpg. wt., 425 lbs.	20c

25 and 50-gallon barrels are shipped from factory in NORTHEASTERN ILLINOIS.



This Oil Book FREE

Write for It.

Do you own machinery? Send us your name and address with a request for this book and learn about our high quality lubricating oil.

SHINGLE STAIN

Seroco Is Our Own Trade Mark, Registered in U. S. Patent Office.

Stain and Preserve Your Shingles

With This Combined Wood Preserver and Shingle Stain.

Shingles treated with this Creosote Stain will neither warp nor rot, as the stain penetrates into the wood and remains there. The preserving liquid, by penetrating into the wood, protects it from the weather and does not evaporate. One gallon of this Creosote Stain will cover 100 square feet of shingles, two coats. When dipped, 2½ to 3 gallons will cover 1,000 of the regulation 4x16-inch shingles. Two-thirds of the length of the shingle only need be dipped. A lighter colored stain than the shade really desired should be applied to old shingles and, in order to obtain the best results, two or even three coats should be applied. The most important feature of our shingle stain is the preserving quality of the liquid. The coloring we use is high in quality and will give to your shingles a desirable dull stained effect. Shingles should never be painted, because the paint leaves a ridge at the butt end of the shingles which holds moisture under the lap, causing the shingles to rot. Our Improved Creosote Shingle Stain penetrates the shingles and follows the pores and grain of the wood up under the lap and absolutely prevents rot and decay. The cost of this stain is a little more, but in buying it you know you are getting the best.

Order According to Catalog Number and Color.

For colors see page 5.

No. 30B1186 Bungalow Brown Shingle Stain.
No. 30B1185 Red Shingle Stain.
No. 30B1181 Moss Green Shingle Stain.
No. 30B1182 Willow Green Shingle Stain.

1-Gal. Can. Shpg. wt., 15 lbs. Per Gallon... **93c**

5-Gal. Can. Shpg. wt., 50 lbs. Per Gallon... **88c**

25-Gal. ½ Bbl. Shpg. wt., 250 lbs. Per Gallon... **85c**

50-Gal. Bbl. Shpg. wt., 500 lbs. Per Gallon... **82c**

For colors see page 5.

The stains listed above are recommended for new shingles. If you want a special stain to be used on old shingles, write us for prices and description.

Paints and Varnishes for Your Automobile or Buggy

Auto Color Varnish.

Two coats of this Auto Color Varnish will make an old car look almost like new. There is no longer any need for the automobile owner to spend $50.00 to $100.00 in having a carriage painter refinish the body of his car. By following the simple directions on the can you can do the work yourself with this Auto Color Varnish and you will be surprised at the wonderful improvement it will make in the appearance of your car.

This Auto Color Varnish is made of a combination of high grade body varnish and pure non-fading colors. It flows freely and dries with a smooth finish and high gloss. Three quarts should be enough to paint the body and gears of a touring car two coats. No other finish need be applied. Use varnish brush No. 30B3044, 2-inch. To remove the gloss of the present finish use No. 1 Steel Wool, No. 30B2670. About 1 pound will be required.

This Auto Color Varnish will withstand constant washings and still retain its gloss.

Order according to catalog number and color.

For colors see page 4.

No.		No.	
30B1700	Light Yellow	30B1740	Black
30B1710	Red	30B1750	Dark Blue
30B1720	Mouse Gray	30B1760	Auto Gray
30B1730	Dark Green		

PRICES FOR ABOVE COLORS.		Price
1-pint can	(Shipping wt., 2½ lbs.)	$0.40
1-quart can	(Shipping wt., 4 lbs.)	.70
½-gallon can	(Shipping wt., 9 lbs.)	1.20
1-gallon can	(Shipping wt., 13 lbs.)	2.25

Be sure to mention name of color and catalog number.

Seroco Buggy and Carriage Paint.

Many buggies are washed after every trip. A paint to withstand this repeated washing and still retain its luster should be made from the best pigments, ground in the finest carriage varnish. Seroco Buggy and Carriage Paint is recommended for its durability and finish. It will withstand wear and constant washings and will retain its luster as few other paints will. One coat makes a beautiful and durable finish, and no varnish is required. Fifty-two cents' worth of this paint with very little labor will make an old buggy look like new. No experience is necessary. Anyone can apply it, as it comes ready for use.

While this paint is made expressly for buggies and other vehicles, it can be used with excellent results on settees, benches, lawn swings, chairs and all other articles exposed to the weather.

Most owners take pride in the appearance of their buggy and when painted with Seroco Buggy and Carriage Paint, the beautiful, lustrous finish is permanent and something to be proud of.

See page 30 for instructions on how to apply.

Order according to catalog number and color.

For colors see page 4.

No.		No.	
30B1600	Pure Yellow	30B1640	Dark Green
30B1610	Vermilion	30B1660	Dark Wine
30B1620	Light Wine	30B1670	Black
30B1630	Coach Green		

PRICES FOR ABOVE COLORS.		Price
1-pint can	(Shipping wt., 1⅞ lbs.)	$0.30
1-quart can	(Shipping wt., 3¾ lbs.)	.52
1-gallon can	(Shipping wt., 13 lbs.)	1.90

Be sure to mention name of color and catalog number.

Seroco Wagon and Implement Paint.

One-Half Gallon Will Paint Any Ordinary Wagon and Make It Look Like New.

A wagon generally receives hard usage and it takes but a short time for a new wagon to look old. A wagon therefore needs a much tougher paint than is generally recommended for other purposes. Seroco Wagon and Implement Paint is made expressly for wagons and farm implements and has wonderful wearing qualities. It is made of first quality materials with non-fading colors. It is extremely tough and will not crack or peel off. One gallon is usually sufficient to refinish four or five farm implements. It is especially adaptable for use on farm implements because it can be applied to iron as well as wood. Prevents rust and decay and saves many times its cost. Of all things on the farm the implements should receive the greatest care as they usually represent a large investment. It has been repeatedly proved that where farm implements were kept well painted their life was prolonged sufficiently to pay the expense of painting many times over.

See page 30 for instructions on how to apply.

Colors in Which Seroco Wagon and Implement Paint Can Be Furnished.

No.		No.	
30B1857	Yellow	30B1856	Green
30B1858	Vermilion	30B1855	Blue
30B1854	Red	30B1859	Black

PRICES FOR ABOVE COLORS.		Price
1-quart can	(Shipping wt., 4 lbs.)	$0.50
½-gallon can	(Shipping wt., 9 lbs.)	.95
1-gallon can	(Shipping wt., 14 lbs.)	1.80

Be sure to mention name of color and catalog number.

Carriage and Automobile Body Varnish.

No. 30B2740 A brilliant, durable and elastic varnish for finishing carriage and buggy bodies. It works and flows with surprising freedom and may be used on the largest surfaces, such as carriage bodies, with the greatest safety and satisfaction. It is very pale and will not darken or injure the lightest shades of body color. It dries free from dust in twelve to sixteen hours and hardens properly in from two to three days.

	1 Gallon	½ Gallon	Quart	Pint
Shipping weight, pounds	11	5⅛	4	2½
Price	$3.08	$1.60	86c	46c

One-Coat Coach Varnish.

No. 30B2752 A splendid varnish for general repair work. On carriages, when work is simply dull or lusterless, otherwise in good condition, one coat of this varnish on the entire vehicle will produce a finish practically equal to a new job. It is light in color, elastic, brilliant and durable. Dries free from dust in about twelve hours and hardens to permit use of the vehicle in about three days.

	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	11	5⅛	4	2½
Price	$2.75	$1.48	80c	42c

Wagon and Implement Varnish.

No. 30B2754 For agricultural implements, wagons, etc. A good varnish for general outside work; has a good body, a fine luster and is light in color and wears well. Dries in about ten to fourteen hours and hardens in two to three days.

	1 Gallon	½ Gallon	Quart	Pint
Shipping weight, pounds	11	5⅛	4	2½
Price	$1.75	99c	55c	30c

Automobile Painting Outfit.

Paint Your Own Car and Save Money.

You can paint your own car and do an excellent job with this outfit. The color varnish, wearing body varnish and brushes are products which we can safely guarantee. We believe there is no outfit on the market with which you can do a better job.

Nothing but the best materials are good enough to repaint a car. We believe a good auto painting outfit cannot be made to sell for less than the price we ask. Buy the outfit you are sure of, the outfit that will give you a lasting, high gloss weatherproof finish.

Outfit consists of:

½ Gallon Auto Color Varnish.
1 Quart Substitute Turpentine.
1 Quart Black Auto Top and Seat Dressing.
1 Pkg. Steel Wool No. 1.
1 Pint Black Engine and Radiator Enamel.
2-Inch Oval Varnish Brush, bristles secured in vulcanized rubber.
3-Inch Varnish Brush, bristles set in rubber.
1 Lb. Cotton Waste.
1 Pkg. Steel Shavings.

No. 30B1772 Outfit for painting cars BLACK.
No. 30B1782 Outfit for painting cars DARK BLUE.
No. 30B1792 Outfit for painting cars DARK GREEN.
Price, complete outfit.....(Shipping wt., any outfit, about 16 lbs.)..... **$3.95**

SEROCO FLOOR PAINT READY MIXED

SEROCO Is Our Own Trade Mark, Registered in U. S. Patent Office.

Interior Floor Paint

Our Seroco Ready Mixed Floor Paint will stand a great amount of foot friction and general wear. It is easily applied, dries quickly and is easily kept clean. It adds immensely to the appearance of a room. Apply it to the floors of the various rooms in the house and it will give long and satisfactory service. If your floors are worn and disfigured, we urge you to give Seroco Ready Mixed Floor Paint a trial. It is highly recommended wherever the constant wear requires a serviceable covering that will protect the wood. Its application preserves the wood and saves many a repair bill. After this paint has been applied and becomes dry, the floor is very easily scrubbed and washed without affecting the paint. An old discolored bedroom floor can be made clean and attractive with two or three coats at a very small expense. Seroco Ready Mixed Floor Paint is made in our own factory according to our own formula. It has proved far superior to floor paints offered elsewhere at nearly double our price. It must not be classed with the many heavy worthless floor paints that are hard to apply, take a long time to dry, and fail to resist the wear that a floor paint should.

Even though our price is low the quality is unsurpassed.

New or old floors which have not been previously painted require three coats. One gallon will cover from 300 to 350 square feet, two coats, and from 200 to 250 square feet, three coats. It will dry in a single night.

For directions on how to apply Seroco Floor Paint see page 33

30B500 Buff
30B510 Yellow
30B540 Lead Color
30B550 Maroon
30B555 Light Brown
30B570 Gray
30B590 Floor Green

Colors Shown on Page 4.

Prices for Above Colors.

1-quart can	(Shipping weight, 6 pounds.)	$0.48
½-gallon can	(Shipping weight, 10 pounds.)	.85
1-gallon can	(Shipping weight, 15 pounds.)	1.60

Porch Floor Paint

The paint on the floor of the ordinary porch receives more actual wear than paint used on almost any other surface. It is usually exposed to all the destructive weather. Rain beats upon it and snow and ice sometimes cover it for days. The entire family walk on it almost daily and it is swept and scrubbed regularly. Furniture and hammocks all do their share in wearing off a porch floor paint.

Realizing the severe tests to which a porch floor paint is usually subjected, we set about to develop a formula for the manufacture of a paint that would answer every requirement demanded of a paint for this purpose.

How well we have succeeded is demonstrated by the marked success this paint has had under actual use and we therefore recommend it as one of the most durable paints we have yet found for this purpose.

Colors and Prices of Porch Floor Paint.

For color samples see page 2. Furnished only in the following colors:

No. 30B600 Gray	No. 30B620 Drab
No. 30B610 Lead	No. 30B630 Brown

1-quart can	(Shipping weight, 4¼ lbs.)	$0.50
½-gallon can	(Shipping weight, 10 lbs.)	.96
1-gallon can	(Shipping weight, 15 lbs.)	1.87

Seroco Floor Oil.

Seroco Floor Oil. A special preparation for floors of residences and stores. A very small quantity applied with a cloth will bring out a rich color; also, it will do away with scrubbing, as floors oiled with Seroco Floor Oil are easily cleaned by simply washing them with soap and water. One gallon will cover about 600 square feet, one coat.

No. 30B2635

1-pint can	(Shpg. wt., 2 lbs.)	$0.25
1-quart can	(Shpg. wt., 2¾ lbs.)	.42
½-gallon can	(Shpg. wt., 6½ lbs.)	.75
1-gallon can	(Shpg. wt., 10½ lbs.)	1.30
5-gallon can	(Shpg. wt., 45 lbs.)	6.00

Seroco Linoleum and Floor Oilcloth Finish.

Why allow your linoleum or floor oilcloth to wear away when it can be preserved for a few cents and give a better finish than the original finish of the linoleum or floor oilcloth? This material puts a coating on the linoleum and dries hard, but remains elastic like the linoleum or oilcloth itself, therefore it will not crack or check. Linoleum is today one of the most popular of all floor coverings; its most objectionable feature has been the unevenness of wear, causing color to become dull and pattern to be lost, leaving a decidedly spotted effect. By using Seroco Linoleum Finish the linoleum or oilcloth will retain all its original brightness and luster. Hot or cold water does not affect it. A quart can costing 48 cents and a few minutes of your time will save you ten times this amount. One coat will do the work; applied in the evening, it will be dry, ready to walk on, in the morning. One quart will cover a square 12x15 feet. This finish may also be used on parquet flooring.

No. 30B2642

1-pint can	(Shipping wt., 1¾ lbs.)	26c
1-quart can	(Shipping wt., 2¾ lbs.)	48c

Dancing Floor Wax.

Dancing Floor Wax (powdered). This preparation for dancing floors is easily applied and can be used on new, old or canvas covered floors. Guaranteed not to soil the most delicate fabric. Sprinkle it on the floors and the dancers will do the rest.

No. 30B2637

1-pound can 34c
Shipping weight, 1 pound 7 oz.

Seroco Floor Wax.

Seroco Floor Wax is the ideal preparation for floors where a brilliant and lasting polish is desired. It is perfectly transparent and will not change the color of the wood. Dirt and dust positively will not adhere to it. It is easily applied, and simple directions are plainly printed on every can. A 1-pound can will cover about 300 square feet.

No. 30B2636

1-pound can	(Shpg. wt., 2 lbs.)	$0.35
5-pound can	(Shpg. wt., 8 lbs.)	1.65

Old English Brightener.

Old English Brightener will help you keep your floors beautiful whether they are waxed, varnished or shellacked. It is a liquid preparation which cleans the surface, whatever the finish, then polishes, brightens and preserves it. Contains no oil or other harmful ingredient. It will clean a waxed floor successfully without removing the wax or injuring the finish, giving new life and beauty to the wax itself. On varnished or shellacked floors it adds a new luster, preventing heel marks and scratches from showing.

A quart of this wonderful Brightener will last under ordinary household use about six months. It is one of the most satisfactory floor finishes ever put on the market, since surfaces treated with it are given a hard, shiny finish which will not collect dust or dirt. Brightener contains a quantity of wax in solution, and therefore, in addition to restoring the original luster, actually builds up and lengthens the life of the finish upon which it is used.

No. 30B2639 Old English Brightener.

1-pint can	(Shipping wt., 1¾ lbs.)	38c
1-quart can	(Shipping wt., 3 lbs.)	65c

Fifteen-Minute Floor Finish.

A most wonderful finish for floors, interior stairs, etc. It is a compound consisting of wax and other ingredients and is applied to the floor in liquid form with a cloth. Brings out the grain of the wood and imparts a rich color. Floors finished with this material can be kept thoroughly clean without scrubbing, as all dust and dirt is readily removed with an ordinary broom or dustless mop. Highly recommended for schools, colleges, stores, public halls, churches, as well as residences. For hard and soft wood floors. The scrubbing expense of large schools, colleges, etc., is enormous. This expense can be greatly reduced by using our Fifteen-Minute Floor Finish. Do not apply this preparation over a painted surface as it is only intended for new floors or floors that have previously been oiled or waxed. One quart will finish 150 square feet of surface.

No. 30B2640

1-pint can	(Shpg. wt., 1¾ lbs.)	$0.25
1-quart can	(Shpg. wt., 3 lbs.)	.40
1-gallon can	(Shpg. wt., 9½ lbs.)	1.30
5-gallon can	(Shpg. wt., 40 lbs.)	6.00

Seroco Crevice Filler.

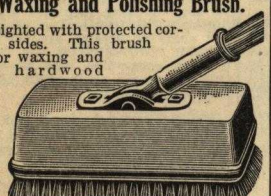
Seroco Filler for cracks in floors. A specially prepared elastic, non-shrinkable compound for filling cracks in floors or furniture before applying paint or varnish; also adapted for smoothing rough surfaces. It is best to swab the cracks with linseed oil before applying the filler. One pound will fill about 30 square feet of average floors.

No. 30B2660

1-pound can	(Shpg. wt., 2 lbs.)	16c
5-pound can	(Shpg. wt., 7 lbs.)	70c

Floor Waxing and Polishing Brush.

Iron weighted with protected corners and sides. This brush is used for waxing and polishing hardwood floors. Price includes 4½-foot handle.



No. 30B3160

14-pound brush	(Shpg. wt., 18 lbs.)	$1.25
22-pound brush	(Shpg. wt., 28 lbs.)	1.65

Seroco Liquid Wax.

Brings out the grain of the wood and gives floors and interior woodwork a perfect wax finish which is very durable.

There is no mixing required. Just apply with a cloth, allow it to set for fifteen minutes and polish with a weighted brush or dry rag. A beautiful polished surface can be obtained with this wax which is waterproof and dustproof. One gallon will cover about 1,500 square feet.

No. 30B2638

1-quart can	(Shpg. wt., 3 lbs.)	$0.43
½-gallon can	(Shpg. wt., 6½ lbs.)	.80
1-gallon can	(Shpg. wt., 10½ lbs.)	1.50

CHINESE GLOSS LACQUER

Seroco Is Our Own Trade Mark, Registered in U. S. Patent Office.

CHINESE GLOSS LACQUER

(Colored Varnish or Varnish Stain.) For Colors See Page 4.

Beautiful, highly polished furniture is generally purchased to replace the old unsightly pieces that have become scratched, marred and dirty through continual service. This replacement is expensive and oftentimes the old furniture is just as substantial as the new. Then why not replace the finish with 34 cents' worth of Chinese Gloss Lacquer instead of replacing the entire piece of furniture, and save the difference?

Chinese Gloss Lacquer is a special colored varnish that makes old, scratched or marred furniture or woodwork look like new with but one or two applications. It can be applied by anyone, and the finished work will be satisfactory, rich and beautiful. Open the can, pour a little of the liquid into a saucer or cup and apply it with a flat varnish brush. There are no intricate directions to follow, and there is no special mixing to be done; it is put up ready to use. Twenty-four hours after the lacquer is applied the furniture or woodwork can be used.

Your woodwork can be given a bright amber color, lustrous finish, or can be made to represent mahogany, oak, walnut or various other woods by applying one or two coats of our Chinese Gloss Lacquer of the shade desired. It is not necessary to remove the original finish. If the woodwork is light, Chinese Gloss Lacquer can be used alone. If the woodwork is dark and a light finish is required, apply one coat of ground color, listed on page 12, and over this ground color apply whatever shade of Chinese Gloss Lacquer is desired. Ground color is an opaque yellow that completely covers up the original finish and forms a suitable backing for the lighter shade. Even expert painters find it difficult to detect the difference between surfaces covered with Chinese Gloss Lacquer and the original wood itself.

For Colors See Page 4.

Order a quantity of Chinese Gloss Lacquer, use a portion of it as directed on any piece of furniture or woodwork, and if you are not entirely satisfied send back the remainder of the finish and we guarantee to return your money and all transportation charges you paid. Will cover about 600 square feet one coat per gallon.

See Page 32 for DIRECTIONS ON HOW TO APPLY

No.		No.	
30B2690	Light Oak.	30B2694	Walnut.
30B2691	Dark Oak.	30B2695	Green.
30B2692	Mahogany.	30B2696	Natural or Clear.
30B2693	Cherry.		

1-pt. can	(Shpg. wt., 2½ lbs.)	$0.34
1-qt. can	(Shpg. wt., 4 lbs.)	.58
1-gal. can	(Shpg. wt., 11 lbs.)	1.92
5-gal. can, per gal.	(Shpg. wt., 45 lbs.)	1.80

Seroco Architectural or Mission Wood Stains.

We guarantee these stains to be the equal of any made. They are intended for staining new interior woodwork. Architects' specifications usually call for certain brands of stain, but you are safe in using our stains, as they are high quality and best results are guaranteed or money returned. Spreading capacity, about 400 square feet per gallon, one coat.

No. 30B2644	Weathered Oak Oil Stain.
No. 30B2646	Pollard Oak Oil Stain.
No. 30B2647	Golden Oak Oil Stain.
No. 30B2648	Mahogany Oil Stain for Birch only.

	Pint	Quart	Gallon
Price	35c	60c	$2.10
Shipping weight	1¾ lbs.	2¾ lbs.	10¼ lbs.

Seroco Paste Wood Filler.

All open grain hardwood, such as oak, ash, walnut and mahogany, must be filled after being stained, in order to produce a perfect varnish finish. For this purpose we recommend our Seroco Paste Wood Filler. It comes in light oak, which is the natural color of the filler, but can be colored with our Seroco Architectural Wood Stains to the shade desired. It is very easily applied. Mix together 5 pounds of paste filler with enough stain to color it. Then add turpentine or benzine to bring the mass to the consistency of heavy paint. The proportion will be about 1 gallon of liquid to 5 pounds of filler. This amount will cover about 300 square feet. It is then ready to be used. This filler dries very hard. For liquid filler use No. 30B2656 or No. 30B2657 Shellac, shown on this page.

No. 30B2661	Light Oak.
No. 30B2662	Dark Oak.

1-pound can	(Shipping wt., 2 lbs.)	$0.10
5-pound can	(Shipping wt., 7 lbs.)	.45
25-pound can	(Shipping wt., 31 lbs.)	1.80

Seroco Substitute for Shellac.

Due to the scarcity of genuine shellac, the cost has become so great as to prohibit its use in many lines. We are therefore prepared to furnish a good quality shellac substitute at a very moderate price. Made especially from high grade selected hard gums cut in denatured alcohol, it has the same consistency as shellac, and dries in about the same time with the characteristic shellac finish. Can be reduced with denatured alcohol.

In the various tests which we have made we have found it is more waterproof than shellac, that it will sand without gumming the sandpaper; works freely under the brush; has exceptional covering capacity and does not show laps or streaks; it is transparent and can be successfully used in place of shellac for practically every wood finishing purpose.

No. 30B2758 White Substitute for Shellac.

1-pint	(Shipping wt., 2 lbs.)	$0.30
1-quart	(Shipping wt., 3 lbs.)	.57
½-gallon	(Shipping wt., 6½ lbs.)	1.09
1-gallon	(Shipping wt., 10½ lbs.)	2.06

No. 30B2759 Orange Substitute for Shellac.

1-pint	(Shipping wt., 2 lbs.)	$0.29
1-quart	(Shipping wt., 3 lbs.)	.55
½-gallon	(Shipping wt., 6½ lbs.)	1.05
1-gallon	(Shipping wt., 10½ lbs.)	1.98

Seroco Oil Stain.

A thin liquid, made in several natural wood colors, for staining new woods. This material is used only on new wood which has not been finished and cannot be applied over painted or varnished surfaces. It should not be used as a paint, as it does not cover the wood; it simply penetrates the wood and dries perfectly flat and is finished by a coat or two of varnish being applied over it. Soft or hard pine interior woodwork is usually stained and then finished with two coats of light hard oil finish or interior varnish. Oak is usually varnished without staining, but some stain it with a light oak stain, which gives the surface a better color. Soft wood interior woodwork is usually grained, but a less expensive finish can be had by staining and then varnishing. This makes a good finish and is preferred by many to the grained finish. Oil stain may also be used on new furniture and other new work. It must always be finished with varnish or shellac to prevent it wearing off. One or two coats of varnish applied over it will produce a fine finish. No. 30B2716, No. 30B2718, No. 30B2710 or No. 30B2711 Varnish may be used in connection with these stains. Apply with a varnish brush. One gallon will cover about 400 square feet, one coat. **Don't forget to state color wanted.**

No. 30B2300	Light Oak.	No. 30B2304	Walnut.
No. 30B2301	Dark Oak.	No. 30B2305	Mahogany.
No. 30B2302	Antique Oak.	No. 30B2306	Rosewood.
No. 30B2303	Cherry.		

1-pint can	(Shipping weight, 2⅓ pounds)	$0.26
1-quart can	(Shipping weight, 3⅓ pounds)	.45
½-gallon can	(Shipping weight, 8 pounds)	.83
1-gallon can	(Shipping weight, 12 pounds)	1.55

White and Orange Shellac.

Liquid shellac consists of dry gum shellac mixed with alcohol. It is used by furniture manufacturers for first coating on fine furniture. It is the best material obtainable for first coating on interior woodwork, but is not so extensively used on account of its high price. This material does not penetrate the wood but remains on the surface and dries hard in from one to two hours with a high gloss, similar to varnish. It comes in two colors, orange and white; the orange shellac is used when it is not necessary to preserve the natural color of the wood. It is also extensively used for shellacking knots and sappy streaks before painting, as the shellac will prevent the rosin from working through the paint. White shellac is used when it is desired to preserve the natural color of the wood.

Apply shellac the same as varnish, using a varnish brush.

Pure Shellac in Denatured Alcohol (Light).

This shellac is of lighter body than No. 30B2762, having been thinned with denatured alcohol to the proper consistency for use in connection with our Seroco Architectural Wood Stains. We cannot guarantee good results if heavier shellacs are used. The wood is first stained and when dry a light coat of shellac is applied. White shellac is applied when Pollard and Weathered Oak stains are used. One gallon will cover about 600 square feet, one coat.

No. 30B2656 White Shellac.

	Pint	Quart	½ Gal.	Gallon
Price	44c	81c	$1.58	$3.04
Shipping weight	2 lbs.	3 lbs.	6½ lbs.	10½ lbs.

No. 30B2657 Orange Shellac.
Thinner than No. 30B2760.

	Pint	Quart	½ Gal.	Gallon
Price	41c	76c	$1.46	$2.81
Shipping weight	2 lbs.	3 lbs.	6½ lbs.	10½ lbs.

Denatured Alcohol Orange Shellac (Heavy).

Pure shellac in denatured alcohol. The best first coater for furniture, woodwork or any surface that is to be finished in varnish, except floors. Shellac dries in from two to four hours, so that in using it you save considerable time in finishing the job. All piano and high grade wood finishers use shellac for first coating. Orange shellac will give the wood an oak color. White shellac is used where no coloring is desired. Also recommended for coating knots and sappy streaks before painting. Before using, thin with denatured alcohol in the proportion of 3 pints of alcohol to 1 gallon of shellac, as this shellac is very heavy.

No. 30B2760	Pint	Quart	½ Gal.	1 Gal.
Price	46c	85c	$1.65	$3.19
Shipping weight	2 lbs.	3 lbs.	6½ lbs.	10½ lbs.

Denatured Alcohol White Shellac.

No. 30B2762	Pint	Quart	½ Gal.	1 Gal.
Price	50c	92c	$1.80	$3.49
Shipping weight	2 lbs.	3 lbs.	6½ lbs.	10½ lbs.

Seroco Flat Finish Paint

A DULL FINISH PAINT
FOR INTERIOR USE ONLY.

Guaranteed Waterproof and Washable.

For Colors See Page 5.

Seroco Flat Finish Paint has all the properties of paint except the high luster, which is not desired in some interior work. After it has once dried it can be washed with soap and water without losing its fresh appearance. It is thus especially desirable for kitchens, pantries, bedrooms, halls and dining rooms, where cleanliness is so vital to health and comfort.

Seroco Flat Finish Paint is used extensively in hospitals, kitchens, bathrooms, etc. It can be easily kept clean by washing and is sure to meet with instant favor among all who are concerned with the problems of health and cleanliness. Perfected in our own factory by thorough testings, and listed under our unqualified guarantee that it is easier to clean than any other wall covering of this flat or dull finish nature. It will not rub or wash off and will give perfect satisfaction.

Seroco Flat Finish Paint can also be used as a base for enameling and is superior to all other first coatings. One gallon will cover about 200 square feet two coats. It is the most practical selection you can make for decorating the walls of your home, and we urge you to buy it with the utmost assurance that it will give complete satisfaction.

Colors of Seroco Flat Finish Paint.

No. 30B2004	Pearl Gray.	No. 30B2013	White.
No. 30B2005	Cream.	No. 30B2015	Light Tan.
No. 30B2007	Pink.	No. 30B2016	Blue Tint.
No. 30B2008	Buff.	No. 30B2018	Green Tint.
No. 30B2009	Seal Brown.	No. 30B2019	Medium Green.

Prices of Seroco Flat Finish Paint.

Order according to numbers and color. See page 5.

1-quart can.....(Shpg. wt., 5 lbs.).....$0.54
½-gallon can.....(Shpg. wt., 10 lbs.)..... 1.03
1-gallon can.....(Shpg. wt., 15 lbs.)..... 1.85

Size, or First Coater.

Before applying Seroco Flat Finish Paint the walls should be thoroughly sized. We recommend the following size, to be mixed in equal parts with Flat Finish Paint, thus: 1 quart of size to 1 quart of Flat Finish Paint. **Order by catalog number.**

No. 30B2734 Size for use with Flat Finish Paint.
1 quart.....35c
Shipping wt., 5 lbs.
1 gallon.....$1.30
Shipping wt., 15 lbs.

Kalsomine

For Colors See Page 5.

Velvet Kalsomine will give a smooth, hard finish which will not rub off, and there is no danger of soiling any clothing that may come in contact with the wall. It comes in many beautiful tints, so that each room, if desired, may be treated in a different color, and the most harmonizing combination of colors may be had with Velvet Kalsomine. You can improve the appearance of any kalsomined room wonderfully by stenciling a border or panel on the walls or ceiling. Place stenciled borders 9 or 18 inches from the ceiling or directly under the ceiling. A full and complete variety of stencils will be found on page 12, and as they cost but very little and wonderful effects can be produced with them with very little extra labor, it will pay you to include one or more of these stencils with your order for kalsomine.

Velvet Kalsomine is ground so fine that settling after being mixed is practically impossible; this feature insures a uniform coat and, on account of its lightness, more surface may be covered at one time than is possible with the heavy kalsomines. One package will cover about 500 square feet on smooth walls, therefore one package will, in most cases, cover the walls of a room measuring 10x12 feet. Send us your order for the quantity you will need, compare it with other kalsomines or wall coatings that come in 5-pound packages, and if our Velvet Kalsomine does not cover more surface pound for pound than any other, or if our Velvet Kalsomine does not give you a better finished wall with less labor, then write us and we will return your money.

Velvet Kalsomine can be easily removed from the walls at any time with a sponge and water and the walls coated with new kalsomine, leaving them fresh and clean. Can be used over wall paper and wood.

Colors of Kalsomine.

No. 30B2600	Light Tan.	No. 30B2609	Light Pink.
No. 30B2601	Ivory.	No. 30B2612	Blue.
No. 30B2604	Light Green.	No. 30B2613	Pea Green.
No. 30B2605	Canary Yellow.	No. 30B2614	Salmon Pink.
No. 30B2606	Cream.	No. 30B2615	Green.
No. 30B2607	Olive Gray.	No. 30B2616	Light Gray.
No. 30B2608	Buff.	No. 30B2617	White.

Order according to numbers and color. See page 5.

Any shade. Per 4-pound package.....$0.40
Shipping weight, 5 pounds 5 ounces.
Price, per case of 25 packages, all one color..... 9.25
Shipping weight, 115 pounds.

Velvet Fresco Colors

For Colors See Page 5.

The shades in which we furnish our Fresco Colors will be found on page 5. The Fresco Colors are mixed with hot water the same as the Velvet Kalsomine, but the mixture should be allowed to stand until absolutely cold before using. This will insure the very best results and greatest satisfaction. You must see that the walls are thoroughly sized before applying the Fresco Color.

The covering capacity of Fresco Colors is greater than the covering capacity of the regular colors; 3 pounds of the Fresco Color will cover as much surface as 4 pounds of the regular. Three pounds are usually sufficient for the walls of a medium size parlor or dining room.

Order according to numbers and color. See page 5.

No. 30B2620 Green. 1-pound package.
Price..... **28c**
No. 30B2619 Carmine. 1-pound package.
Price..... **48c**
No. 30B2621 Brown. 1-pound package.
Price..... **19c**
Shipping weight, 1¼ pounds.

Seroco Gloss Enamel

For Colors See Page 4.

A high gloss interior paint that gives that smooth, glossy, porcelain finish on woodwork. Anybody can put it on very easily. You can wash dirt or grease off your walls without affecting the finish.

An unusually high grade interior enamel for all purposes. Anyone can apply this enamel and produce a high gloss finish on woodwork, plastered or board walls, furniture, etc. It is an excellent finish for walls and woodwork because all dirt and grease are readily removed with soap and hot water without affecting the high gloss finish. Seroco Gloss Enamel is ready mixed, comes to you prepared ready for use and the directions are so simple that the most inexperienced can secure a smooth, glossy, porcelain finish on woodwork, walls, etc. Seroco Gloss Enamel is not an ordinary enamel paint, but is a scientifically prepared mixture and should not be confused with the cheap, worthless enamels on the market. We are anxious that our customers give this enamel a trial. Send us an order and finish the walls and woodwork of one of your bedrooms and we guarantee that you will be so well pleased with the porcelain like finish that you will immediately treat other rooms likewise. For finishing the walls and woodwork of bathrooms and kitchens. Since Seroco Gloss Enamel is made in a variety of beautiful shades, harmonious color combinations are possible; for instance, use a certain color for the walls and a harmonizing color for the woodwork. One gallon will cover about 200 square feet, two coats. Apply with a varnish brush, No. 30B3037, size 2½ or 3 inches wide.

Colors of Seroco Gloss Enamel.

No. 30B2149	Light Tan.	No. 30B2158	Lavender.
No. 30B2151	Light Slate.	No. 30B2159	Pink.
No. 30B2152	Cream.	No. 30B2160	Lilac.
No. 30B2154	Pea Green.	No. 30B2162	Ivory.
No. 30B2155	Nile Green.	No. 30B2163	Light Gray.
No. 30B2156	Light Blue.	No. 30B2164	White.

Order according to numbers and color. See page 4 for colors.

1-quart can.....(Shipping weight, 4½ pounds)..... $0.68
½-gallon can.....(Shipping weight, 10 pounds)..... 1.25
1-gallon can.....(Shipping weight, 15½ pounds)..... 2.30

Size, or First Coater

To Be Applied Before Applying Kalsomine.

A special size to be used on plastered walls before applying Kalsomine or Fresco Colors. One pound of this size will make about one gallon of ready to use size. It is very economical because it produces an extra hard, permanent surface which holds up the kalsomine, thus increasing the spreading capacity and making the color flow evenly. It prevents grease and stain spots from working through and killing the color of the kalsomine. Full directions on every package.

No. 30B2736
1-pound package.....(Shipping wt., 1¼ lbs.)...$0.35
4-pound package..(Shipping wt., 5 lbs. 5 oz.)... 1.35

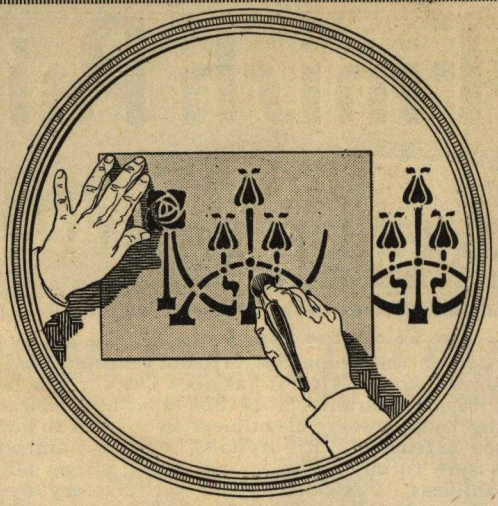
Kalsominers' Cuban Sheep's Wool Sponge.

No. 30B2626 A very soft full sponge; the kind used by the professional kalsominer and painter. Also used extensively for washing carriages and automobiles. Shipping weight, 4 ounces.
Price, each..... **65c**

No. 30B2624 This is a cheap sponge and not intended for professional use. It is just the sponge for removing old kalsomine from walls you intend to rekalsomine. Shipping weight, 4 ounces.
Price, each..... **18c**

Stencils

These stencils are simple to use and will be found a valuable help to those who wish to decorate in this late and popular style. They are made of heavy oiled paper from about 15 to 25 inches long and are used for making borders, binders, panel borders or centerpieces on kalsomined, painted or frescoed walls. May also be used on plain or ingrain papers. Any number of effective decorations may be made by varying the designs to suit yourself. For directions see page 33.



Stencil Brush.

Stencil Brush. Made of fine black bristles. For use with stencils for stenciling walls or fabrics. Shipping weight, each, 3 ounces.

No. 30B3015

	No. 6	No. 8
Length, including handle, in.	8½	9¾
Diameter at ferrule, inch	⅝	⅞
Price, each	11c	18c

Denatured Alcohol Orange Shellac.

Orange shellac used for coating stencils when kalsomine is to be used. One-fourth pint will coat from four to six stencils. Shipping weight, 8 ounces.

No. 30B2760

¼-pint can. Price, each..... **15c**

Cannot be sent by mail.

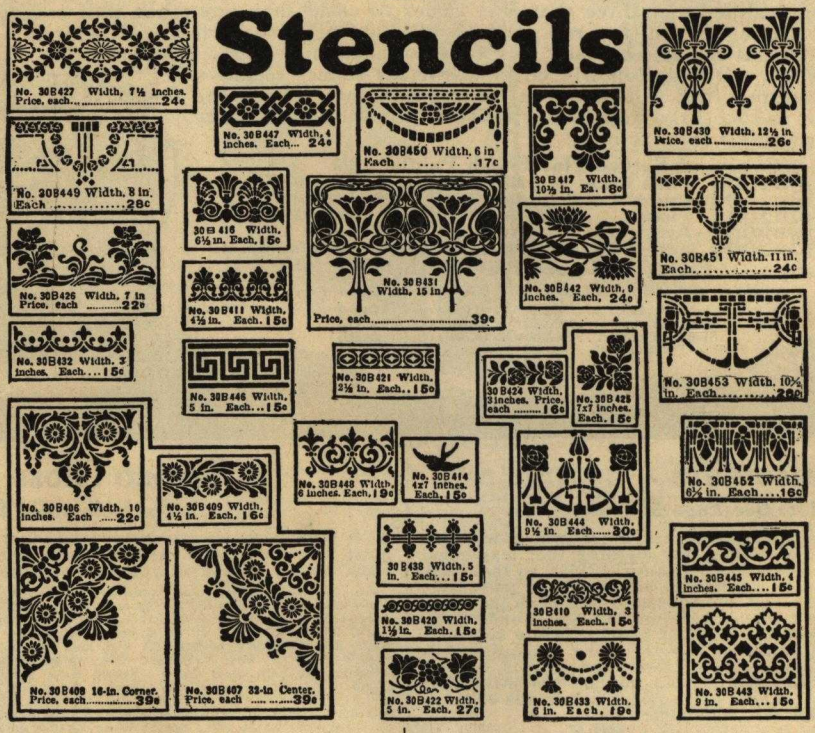
Ready Mixed Graining Colors in Oil.

These graining colors are mixed with liquid in the proper proportion and are ready for use when received. They are applied with a paint or varnish brush the same as paint and immediately grained with either rubber roller or other graining tool.

No. 30B2697 Ground Color should be applied to dark surfaces before being grained. Allow the ground color to dry thoroughly before applying the graining color. One pint will cover about 50 square feet.

No. 30B2274 Light Oak.
No. 30B2275 Dark Oak.
No. 30B2276 Golden Oak.

1-pint can.....**$0.19**
(Shipping wt., 2½ lbs.)
1-quart can.....**35c**
(Shipping wt., 4 lbs.)
1-gallon can.....**$1.18**
(Shipping wt., 11 lbs.)



Ground Color.

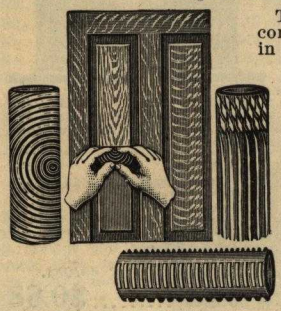
Ground Color is an opaque yellow paint. It is used as a first coater for Chinese Gloss Lacquer and for graining colors. It completely covers up the original finish and forms a foundation for later finishes. Woodwork that is to be grained should first be painted with Ground Color. If you wish to change the color of your floors or woodwork from a dark to a lighter shade, apply a coat of this ground color, and when dry, as per directions on the can, apply the desired shade of Chinese Gloss Lacquer.

See page 4 for colors of Chinese Gloss Lacquer.

No. 30B2697

1-pint can.....**$0.34**
(Shipping wt., 2½ lbs.)
1-quart can.....**58c**
(Shipping wt., 4 lbs.)
1-gallon can.....**$1.92**
(Shipping wt., 11 lbs.)
5-gallon can, per gal...**$1.80**
(Shipping wt., 45 lbs.)

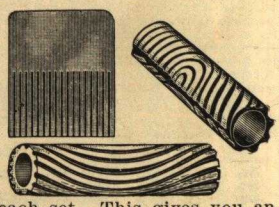
Improved Davis Wood Grainers.



The Improved Davis Wood Grainers are composed of three rubber rollers, 5 inches in length. With the corrugated rollers, any known growth of wood can be imitated. Quarter sawed oak grain is produced with roller No. 2, the one with the irregular grooves. Roller No. 3 is used in place of combs for straight line work in connection with the other two rollers; this roller is made with three sizes of combs. Anyone possessing a set of our improved graining rollers can, with a few minutes' practice, do a good job of graining and imitate natural wood so that it would be almost impossible to distinguish the natural grain of any wood from the grain made by our improved wood grainers. Complete instructions packed with every set. Shipping weight, 12 ounces.

No. 30B2964 Price, per set of **3** rollers..... **89c**

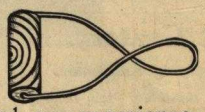
Special Wood Grainers.



Having received a number of calls for a set of graining rollers without the roller producing the quarter sawed effect, we have had the manufacturers of these rollers make up a set of two rollers, both producing the heart oak grain, one fine and the other slightly heavier. Graining rollers producing the heart oak effect are largely used; in fact, a better and more natural grain is produced with this roller than with any of the other rollers. We have included a steel graining comb with each set. This gives you an outfit with which you can produce an endless variety of growths of oak wood and the grain made with these rollers is hard to detect from the natural grain of oak. Rollers are 5 inches in length. Shipping weight, 8 ounces.

No. 30B2967 Price, per set of **2** rollers, including a steel graining comb..... **58c**

The Home Wood Grainer.



A handy tool for graining wainscoting, floors, woodwork, furniture, doors, etc. You need no experience. Anyone can do graining with this grainer. All that you require is a can of the graining color, a small quantity of turpentine or benzine and one of these grainers. Width, 3 inches. Shipping weight, 7 ounces.

No. 30B2965 Price..... **28c**

Graining Outfit Complete, $2.55.

Your floors and woodwork can be so grained as to imitate beautiful oak. It is easy to do a good job of graining with this outfit. It is complete with material enough to cover the floor around the rugs of two large rooms, 10x10 feet. The outfit contains the following first class materials, with full directions for applying:

1 Set Special Wood Grainers, including two rollers and a Steel Graining Comb.
1 Rubberset Paint Brush, 2½ inches wide.
1 Rubberset Varnish Brush, 2 inches wide.
1 Quart Oak Ground Color.
1 Pint Golden Oak Graining Color, mixed ready for use.
1 Quart High Grade Extra Durable Floor Varnish.

These materials if bought separately would cost much more than the price we ask. Shipping weight, about 10 pounds.

No. 30B2977 Price, complete outfit... **$2.55**

For additional graining material order:

No. 30B2697 Ground Color.
Per quart.....(Shipping weight, 4 pounds).....**58c**
No. 30B2723 High grade Extra Durable Floor Varnish.
Per quart.....(Shipping weight, 4 pounds).....**63c**

SEROCO HIGH GLOSS DURABLE VARNISHES

Our Own Trade Mark, Registered in U. S. Patent Office.

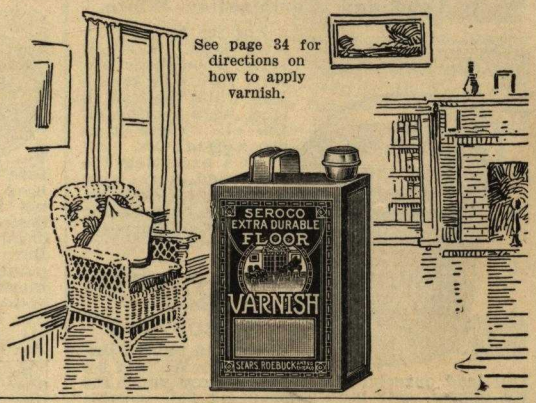
Floor Varnish, Extra Durable.

This varnish is clear amber in color and can be applied to both interior and exterior woodwork, as well as floors. It is exceptionally tough and elastic and dries very quickly with a permanent luster. It will dry over night. Water will not turn it white and it will retain its wonderful luster even when subjected to the severest exposure, to hard heels and the moving of furniture. It will cover approximately 600 square feet on oak and 400 square feet on soft pine, one coat per gallon.

For years we have been working on a floor varnish that would be tough, elastic and durable and that would dry over night. We have perfected this Seroco Extra Durable Floor Varnish and believe it to be the finest varnish of this kind. We offer it to you at a saving that will make it worth your while to include it in your order.

No. 30B2723 Extra Durable Floor Varnish.

		Price
1 Pint	(Shipping weight, 2½ pounds)	$0.35
1 Quart	(Shipping weight, 4 pounds)	.63
½ Gallon	(Shipping weight, 5⅛ pounds)	1.14
1 Gallon	(Shipping weight, 11 pounds)	2.04
5 Gallons, per gallon	(Shipping weight, 45 pounds)	1.92



See page 34 for directions on how to apply varnish.

Floor Varnish.

Cheaply made varnishes do not stand the wear caused by hard heels and heavy furniture pounding and scratching along the surface, but will crack and peel under the lightest weight. A floor varnish must not only have a good body and a high luster, but it must retain the luster as long as the varnish itself lasts. Our varnish will cover approximately 600 square feet on oak and 400 square feet on soft pine floors, one coat per gallon. This varnish is easily applied, dries readily and has a permanent glossy surface.

No. 30B2720 Floor Varnish.

1 Pint	(Shipping weight, 2½ pounds)	$0.31
1 Quart	(Shipping weight, 4 pounds)	.54
½ Gallon	(Shipping weight, 5⅛ pounds)	.96
1 Gallon	(Shipping weight, 11 pounds)	1.68
5 Gallons, per gal.	(Shipping weight, 45 pounds)	1.56

Special Seroco Flat Varnish.

No. 30B2712 The popular dull finish can be produced with this varnish without the old time necessity of rubbing. Persons who wish to obtain a dull finish on their varnished woodwork and furniture have heretofore found it necessary to apply a coat of rubbing varnish which required much labor in rubbing to obtain a dull finish. One coat of this Seroco Flat Varnish over old shellacked or varnished surfaces or two coats over new wood will give the surface a waxlike appearance, and if a gloss finish is later desired, the regular gloss varnish can be easily applied over this dull surface.

We guarantee Seroco Flat Varnish to be the equal of any varnish on the market regardless of cost. It will not show laps or streaks, contains no wax, and is therefore very durable. Apply it like all other varnishes.

	1 Gallon	½ Gallon	Quart	Pine
Shipping weight, pounds	11	5⅛	4	2½
Price	$2.30	$1.25	65c	40c

Hard Oil Finish, Extra Light.

No. 30B2710 An exceptionally light hard oil finish designed for finishing all kinds of interior woodwork; preserves the natural grain and color of the wood; works freely and dries in about twenty-four hours with an elegant gloss.

	5 Gal., per Gal.	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	45	11	5⅛	4	2½
Price	$1.32	$1.44	88c	46c	26c

Hard Oil Finish, No. 1.

No. 30B2711 Splendidly adapted for general interior woodwork. Is pale, free flowing and durable and possesses a full and substantial body. Dries free from dust in two to three hours.

	5 Gal., per Gal.	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	45	11	5⅛	4	2½
Price	$1.06	$1.24	71c	41c	25c

Furniture Varnish.

No. 30B2714 This varnish may be used to brighten up worn and lusterless furniture of every description. It dries over night and imparts a fine gloss finish. For general repair work in the household, on articles in daily use that must be finished hurriedly, this material is recommended.

	5 Gal., per Gal.	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	45	11	5⅛	4	2½
Price	95c	$1.03	66c	40c	24c

Furniture Varnish, Extra Fine.

No. 30B2715 An extra fine varnish which is used by high grade furniture manufacturers; very tough and dries hard with a high gloss which can be rubbed and polished. Recommended for first class furniture finishing.

	5 Gal., per Gal.	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	45	11	5⅛	4	2½
Price	$1.44	$1.56	90c	52c	29c

Interior Varnish.

No. 30B2718 An excellent varnish for use on all ordinary woodwork, furniture or over graining. Produces a fine gloss and gives a lasting finish. Dries in about twenty-four hours.

	5 Gal., per Gal.	1 Gal.	½ Gal.	Quart	Pint
Shipping wt., lbs.	45	11	5⅛	4	2½
Price	$1.32	$1.44	84c	48c	28c

Cabinet Finish.

No. 30B2716 This varnish is designed for highest grade interior woodwork that is to be rubbed and polished; also gives a beautiful finish when left in the gloss. It is exceptionally rich and lustrous and on account of its elasticity is extremely durable. Dries free from dust in three to four hours and sufficiently hard for rubbing in forty-eight hours.

	5 Gal., per Gal.	1 Gal.	½ Gal.	Quart	Pint
Shipping wt., lbs.	45	11	5⅛	4	2½
Price	$1.58	$1.66	95c	55c	30c

Church and School Seat Varnish.

No. 30B2721 An extremely hard drying and durable article prepared especially for use on church and school seats. It will not soften up under heat of the body. Dries dust free in five to six hours and hardens in forty-eight hours.

	5 Gallons, per Gallon	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	45	11	5⅛	4	2½
Price	$1.87	$1.98	$1.10	61c	34c

Transparent Damar Varnish.

No. 30B2724 Made from imported Batavia gum. For finishing over any enameled surfaces, white or ivory, without producing discoloration. It may also be used with excellent satisfaction on fine wall paper hangings or on delicately tinted painted walls. It is of good body and dries well.

	5 Gallons, per Gallon	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	45	11	5⅛	4	2½
Price	$1.56	$1.68	94c	50c	29c

Gloss Oil.

No. 30B2732 Gloss Oil is composed of rosin and benzine. It is used for sizing plastered walls before kalsomining and for other similar work.

	1 Gallon	5 Gallons
Shipping weight, pounds	11	45
Price	53c	$2.48

Interior Spar Varnish.

No. 30B2719 Specially adapted for finishing highest class interior woodwork that is to be left in the gloss; may, however, be rubbed if desired. Exceedingly pale; free working and durable. Dries hard in two to three days.

	5 Gallons, per Gallon	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	45	11	5⅛	4	2½
Price	$1.82	$1.93	$1.07	58c	33c

Outside Spar Varnish.

No. 30B2722 For finishing all kinds of exposed surfaces, such as outside doors, vestibules and store fronts. It is also especially recommended for finishing inside blinds and the woodwork in bathrooms and on sinks, where a very elastic and durable varnish should be employed.

	5 Gallons, per Gallon	1 Gallon	½ Gallon	Quart	Pint
Shipping wt., pounds	45	11	5⅛	4	2½
Price	$2.04	$2.15	$1.19	65c	37c

SERO-VAR

A "Universal" Varnish.

Recommended for use on Floors, Interior Woodwork, Exterior Woodwork, Staircases, Window Sills, Tables, Chairs, Furniture, Boats of all kinds, Toys.

"Universal" because it may be used **any** place and **every** place that a varnish is required. Its usefulness is practically unlimited, as will be readily seen from the above list of surfaces and articles for which it is recommended.

It is easy to apply, dries hard over night and wears so well that we feel perfectly FREE in guaranteeing it. It fulfills every requirement of a high grade, durable varnish. It is sufficiently tough and elastic to withstand the foot friction to which a floor is subjected. It is not affected by heat or cold and water will not turn it white. It is therefore ideal as a finish for outside doors, porch ceilings, under eaves, or boats, or wherever a varnish is needed that can be depended upon to stand up under severe exposure to the weather.

On furniture it imparts that beautiful, bright mirror-like finish so characteristic of new and fresh from the store goods. It may be used on chairs with perfect confidence that it will not soften under the heat from the body.

On table tops especially is it desirable, because it satisfies every requirement of a high grade table top varnish. High gloss, tough and elastic—cannot be easily scratched or marred and water will not affect it.

What a relief to know that if the teapot is overturned or a hot dish is accidentally allowed to remain on the table, the varnish will not be affected.

Every home owner especially should have a can of this universal varnish always on hand. It is economical because it serves so many purposes which otherwise would require a large stock of special varnishes.

Our price of $2.20 per gallon is very much less than you are asked to pay elsewhere for as good a varnish.

Send for a gallon and try it. It will do all we say, and you may have your money back if you are not entirely satisfied with it.

No. 30L2727 Sero-Var.

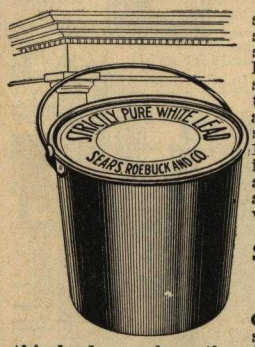
	5 Gallons, per Gallon	1 Gallon	½ Gallon	Quart	Pint
Shipping weight, pounds	45	11	5⅛	4	2½
Price	$2.11	$2.20	$1.16	64c	36c

FOR COLORED VARNISH SEE PAGE 10.

PAINTERS' MATERIALS

WHITE LEAD DRY COLORS, ETC.

White Lead and Combination White.



Put up in heavy steel kegs. The old style wood kegs absorb the oil in the lead while the lead in steel kegs retains all the oil. These kegs are seamless. All sizes excepting the 100-pound kegs have iron handles or bails, and may be used for a variety of purposes when empty.

Strictly Pure White Lead.

No. 30B2216 Ground in refined linseed oil. We make this lead ourselves, therefore we can vouch for its purity. All kegs guaranteed full weight. Put up in steel kegs.

Prices on Request.

Seroco Combination White.

No. 30B2214 This **Seroco Combination Painters' White** will cover better and wear longer than the best and purest white lead on the market. It is a combination of lead, zinc, barytes and other ingredients that will give you a better paint when mixed with linseed oil than the best white lead you can buy. Put up in steel kegs.

Prices on Request.

Seroco Japan Dryer.

No. 30B2728 House painters' first class japan, dependable in all kinds of weather. A good binder and a sure and quick dryer. It contains no acids and will not cause the paint with which it is mixed to burn, blister, crack, chalk or peel. It mixes readily with oil.

	5 Gal.	1 Gal.	½ Gal.	Quart	Pint
Shipping weight, lbs...	45	11	7½	4	2½
Price	$3.80	86c	50c	30c	18c

Plaster Paris.

No. 30B2359 This is the better quality white dental Plaster Paris, and should not be confused with the cheaper grayish material offered at a cheaper price.

Price, per barrel of about 225 pounds.....$4.55
50-pound drum.....1.50
5-pound carton 25

Whiting.

No. 30B2360 Gilders' Extra Whiting, fine quality bolted. Barrels, about 310 pounds, per pound.....3c
Less quantity, per pound.....5c

Limeproof Colors for Tinting Kalsomine and Whitewash.

A small quantity will tint a large bucket of kalsomine or whitewash.

		Per Pound
No. 30B2362	Green.	15c
No. 30B2363	Blue.	15c
No. 30B2364	Red.	27c
No. 30B2365	Yellow.	15c

Paint and Varnish Remover.

No. 30B2770 This Paint and Varnish Remover is one of the best and quickest varnish removers on the market. It is free from caustics, carbolic acid, lye or any other injurious ingredients and is very effective and thorough. Guaranteed to remove paint, varnish or oil from wood or iron without damage to the wood, veneer, glue or filler.

Pint 40c
Shipping weight, 2½ pounds.

Quart 69c
Shipping weight, 4 pounds.

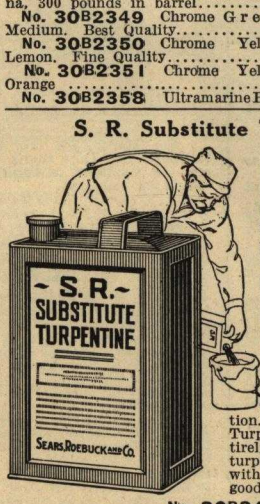
1 gallon.....$2.43
Shipping weight, 11 pounds.

Dry Colors.

For tinting kalsomines, making graining colors and other purposes. Some use these dry colors for painting purposes by mixing them with linseed oil. This we do not recommend unless the mixture is put through a paint mill, as you will have nothing but a coarse mixture which is not fit for anything. If a mineral paint is desired at a low price you will profit by purchasing our Seroco Weatherproof Mineral Barn Paint; then you will have a substantial paint, a paint that will wear much longer, therefore cheapest in the end.

Colors	Bbl., per Lb.	50 and 100-Lb. Drums, per Lb.	In Less Quantities, per Lb.
No. 30B2335 Yellow Rochelle Ochre, 400 pounds in barrel.....	2c	3c	4c
No. 30B2336 Imported Yellow Ochre, strong in color. 400 pounds in barrel	7c	8c	9½c
No. 30B2337 Oxide Red, 336 pounds in barrel.....	3c	4c	5½c
No. 30B2338 American Venetian Red, 350 pounds in barrel.....	2c	3c	4c
No. 30B2339 Imperial English Venetian Red, 336 pounds in barrel..	2½c	3½c	5c
No. 30B2340 White Wood Filler, 450 pounds in barrel.....	2c	3c	4c
No. 30B2341 Prince's Brown Mineral, 350 pounds in barrel.....	2½c	3½c	5c
No. 30B2342 White Ochre, 450 pounds in barrel.....	2c	3c	4c
No. 30B2343 Lampblack, Germantown, 50 pounds in barrel.....	20c	.....	21c
No. 30B2344 Burnt Turkey Umber, 250 pounds in barrel.....	6c	7c	8½c
No. 30B2345 Raw Turkey Umber, 300 pounds in barrel.....	6c	7c	8½c
No. 30B2346 Burnt Italian Sienna, 300 pounds in barrel.....	6c	7c	9c
No. 30B2347 Red Lead, guaranteed pure, 100-pound kegs.....	15c	.....	17c
No. 30B2348 Raw Italian Sienna, 300 pounds in barrel.....	6c	7c	9c
No. 30B2349 Chrome Green, Medium. Best Quality.....	.....	22c	24c
No. 30B2350 Chrome Yellow, Lemon. Fine Quality.....	.....	15c	17c
No. 30B2351 Chrome Yellow, Orange	.....	15c	17c
No. 30B2358 Ultramarine Blue.....	.....	15c	17c

S. R. Substitute Turpentine.



Turpentine is used to thin paints and varnishes, rendering them easier to spread; it makes the paint or varnish film very thin, which facilitates drying. When the paint or varnish has dried the turpentine is entirely gone, having evaporated after performing its function. Our S. R. Substitute Turpentine will evaporate entirely the same as the pure turpentine, and for mixing with flat colors it will give good satisfaction.

No. 30B3462

1-gallon can	(Shpg. wt., 10 lbs.)	Per gallon....45c
5-gallon can	(Shpg. wt., 45 lbs.)	Per gallon....43c
10-gallon can	(Shpg. wt., 90 lbs.)	Per gallon....41c
50-gallon barrel ..	(Shpg. wt., 475 lbs.)	Per gallon....35c

Linseed Oil and Pure Turpentine.

The prices of Linseed Oil and Turpentine are changing constantly and were we to quote prices in this catalog they would likely be incorrect before receiving your order.

Send us a postal card and immediately upon receipt of it we will quote the lowest prevailing price, which we will guarantee for a stated period.

However, for the convenience of our customers who need but a small supply, we quote below prices on linseed oil and turpentine. We reserve the right to limit the sale at these prices to what we consider a reasonable quantity in proportion to the other paints ordered. We will sell at these prices only **one** gallon of linseed oil or turpentine to each order for five gallons of Ready Mixed Paint.

No.		Quart	Gallon
30B3465	**Pure Boiled Linseed Oil.** Price.	35c	$1.25
30B3460	**Pure Turpentine.** Price.....	23c	.74
	Shipping weight, pounds.....	4	11

Colors in Oil.

For coloring or tinting paint. For making light tints only. Ground in pure linseed oil, strong and permanent. Put up in 1 and 5-pound cans. Shipping weights, 1 pound 3 ounces and 5 pounds 15 ounces.

		Per Lb.
No. 30B2230	Lampblack	21c
No. 30B2231	Coach Black.....	18c
No. 30B2232	Ivory Black.....	15c
No. 30B2233	Drop Black.....	15c
No. 30B2235	Prussian Blue.....	68c
No. 30B2236	Ultramarine Blue.....	33c
No. 30B2237	Cobalt Blue.....	36c
No. 30B2240	Raw Umber.....	17c
No. 30B2241	Burnt Umber.....	17c
No. 30B2242	Raw Sienna.....	17c
No. 30B2243	Burnt Sienna.....	17c
No. 30B2248	Blind Green.....	21c
No. 30B2249	Chrome Green.....	18c
No. 30B2253	English Venetian Red...	11c
No. 30B2254	Indian Red.....	12c
No. 30B2255	Tuscan Red.....	17c
No. 30B2256	Unfading Red.....	32c
No. 30B2259	Scarlet Vermilion.....	23c
No. 30B2262	Chrome Yellow, Light...	25c
No. 30B2263	Chrome Yellow, Medium.	25c
No. 30B2264	Chrome Yellow, Orange.	25c
No. 30B2265	French Yellow Ochre....	12c

All of above colors furnished in 25-pound cans at 1 cent per pound less. Don't forget to state color wanted.

Yellow Ochre in Oil.

No. 30B2280 Yellow Ochre in Oil, 12½ and 25-pound cans. Shipping weights, 18 and 30 pounds.

Price, per pound.....6c

English Venetian Red in Oil.

No. 30B2282 English Venetian Red, 12½ and 25-pound cans. Shipping weights, 18 and 30 pounds.

Price, per pound.....7c

White Ochre in Oil.

No. 30B2284 White Ochre Ground in Oil, 12½ and 25-pound cans. Shipping weights, 18 and 30 pounds.

Price, per pound.....7c

Zinc in Oil.

No. 30B2286 Pure French Zinc in Oil, 12½ and 25-pound cans. Shipping weights, 18 and 30 pounds.

Price, per pound.....24c

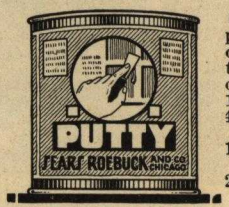
No. 30B2287 Pure French Zinc in Oil, 1 and 5-pound cans. Shipping weights, 1⅞ and 7½ pounds.

Price, per pound.....29c

No. 30B2288 Zinc in Oil, American snow white, 12½ and 25-pound pails. Shipping weights, 18 and 30 pounds.

Price, per pound.....10c

Putty.



No. 30B2205 Guaranteed strictly pure. Will not crumble or crack. This is not the cheap putty that can be bought at from 1 to 2 cents a pound.

4 pounds.....24c
Shipping wt., 5½ lbs.
10 pounds.....57c
Shipping wt., 13 lbs.
20 pounds.....$1.10
Shipping wt., 25 lbs.

Steel Wool for Household Use.

For housekeepers and amateur wood finishers. Better than sandpaper for rubbing down varnish, removing old paint, cleaning hardwood floors and a hundred other uses. For the housekeeper it is unexcelled for cleaning pots and pans, removes burnt matter from pans instantly; also used for removing rust, cleaning sinks, bathtubs, stoves, removing paint or varnish from windows, etc. Shipping weight, 6 ounces.

No. 30B2671

No. 1. For rubbing down varnish and fine work. Per package.....**10c**

No. 3. For household and general use. Per package.....**10c**

Fine Shavings, for removing old paint and other coarse work. Per package.....**10c**

Package contains 2½ ounces.

Steel Wool and Shavings.

Steel Wool is a mass of fine fibers of steel, resembling curled hair, which, while sharp, does not scratch, but will cut as smoothly as the finest sandpaper, emery or pumice stone. For many purposes it is superior to sandpaper, etc. Used for rubbing down fillers and varnishes and for polishing aluminum ware; in fact, it takes the place of sandpaper or pumice stone and will be found a much better article to use. Steel Shavings is a coarse grade and is used for removing rust from iron preparatory to painting; also for cleaning floors or any surface of old varnish. Shipping weight, 1⅜ pounds.

No. 30B2670

No. 0. Very fine. Per pound.....**58c**

No. 1. Fine. Per pound.....**48c**

No. 3. Fine. Per pound.....**36c**

Steel Shavings. Per pound.....**31c**

Glass Cutters.

No. 30B2874 Damascus Coal Carbon Disc Wheel Glass Cutter. A smooth cut guaranteed when using this cutter. Rosewood handle, solid steel head. Shipping weight, 3 ounces.
Price **12c**

No. 30B2875 Glass Cutter with iron handle. Shipping weight, each, 3 ounces.
Price, each **10c**

No. 30B2876 Improved Glass Cutter, with turret head. The cutters are carefully hardened and ground by special process. Polished and nickel plated frame; turret head, six cutter wheels, which can be instantly revolved to place. Nickel plated ferrule, rosewood finish handle. Shipping weight, 3 ounces.
Price **23c**

No. 30B2878 Favorite Magazine Glass Cutter that will give long and satisfactory service. Handle is nicely finished and has six extra cutting wheels, complete with axles, stored in upper end. This is an important feature, as most magazine glass cutters are furnished with only one axle. Each wheel will cut about 500 feet of glass. Shipping weight, 3 ounces. Price.....**25c**

Assorted Sandpaper, 12 Sheets 18 Cents.

Back is extra heavy and very tough. High quality flint sand and glue used.

No. 9B5491 Our assorted package is the biggest bargain ever offered in sandpaper. Assorted two sheets each, No. 0, No. ½ and No. 2, three sheets each, No. 1 and No. 1½. Weight, about 11 ounces.
Price, 12 sheets for.....**18c**

No. 9B5492 Full quires of twenty-four sheets (we do not sell less than a quire of one number). No. 00 is finest.

Size, No.....	00	0	½	1	1½	2	3
Weight, lbs...	¾	¾	1	1½	1½	1½	2¼
Per quire....	28c	30c	32c	34c	36c	38c	40c

Powdered Pumice Stone.

High Grade Powdered Pumice Stone.

No. 30B2673

	Per Lb.
Price	**8c**
25 pounds	**6c**

Circular Glass Cutter.

No. 30B2877 Circular Glass Cutter. A very handy tool to have. Will cut circles from 2 to 22½ inches in diameter. Cutter can be taken off and used for straight cutting. This is the improved circular cutter, fitted with felt base to prevent slipping. Shpg. wt., 4 oz. Price....**49c**

EXTRA WHEELS.

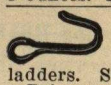
No. 30B2873 Price, 3 wheels.....**12c**

Painters' Time Saver.

Paint as fast as you like without spoiling surrounding decorations.

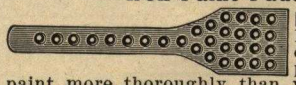
No. 30B2980 This is one of the handiest articles ever invented for the painter, finisher or for household use. Made of light metal, highly polished, and is fitted with protectors. No danger of soiling wall paper, window panes, door glass, etc., when this tool is employed. It is invaluable to the experienced painter as well as to the amateur, for it will save considerable time and will allow you to do far better work. This article is also used when washing woodwork to prevent the wall decorations from being soiled. Shipping weight, 8 ounces. Price, each.....**15c**

Paint Pot Hooks.



No. 30B2940 A very convenient article when painting from ladders. Shipping weight, 1 ounce.
Price, per dozen, **32c**; each.....**3c**

Iron Paint Paddle.



No. 30B2942 Iron Paint Paddle. For stirring paints. Mixes the paint more thoroughly than with wood paddles. Shipping weight, 10 ounces.
Price, each **8c**

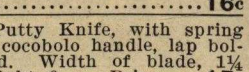
Putty Knives.

No. 30B2904 Putty Knife, with stiff blade, square point. Width of blade, 1¼ inches. Shipping weight, 5 ounces.
Price **8c**

No. 30B2908 Putty Knife, with stiff blade, square point. With cocobolo handle, lap bolster strongly riveted. Width of blade, 1¼ inches. A superior tool. Shipping weight, 6 ounces.
Price **16c**

No. 30B2910 Putty Knife, with spring blade, square point, cocobolo handle, lap bolster strongly riveted. Width of blade, 1¼ inches. Shipping weight, 6 oz. Price.....**17c**

No. 30B2916

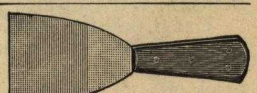


Glaziers' Putty Knife. Blade is made of good steel and riveted to cocobolo handle. Has brass bolster or ferrule and both blade and handle are finely finished and polished. Width of blade, 1¼ inches; length, 3½ inches. No better knife made for hard usage. Shipping weight, 6 ounces. Price.....**31c**

Scraping Knives.

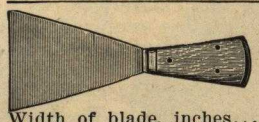
No. 30B2926 Wall Scraping Knife. Stiff blade. 3-inch square point; beechwood handle. Shipping weight, 8 oz.
Price **10c**

No. 30B2925



Wall Scraping Knife. Stiff blade. 3-inch square point. Made of high grade steel and is reinforced at the tang. A high grade knife. Shipping weight, 6 ounces. Price.....**40c**

No. 30B2924



Scraping Knife. Good steel blade, cocobolo handle, steel bolster. Shpg. wts., 5 and 11 oz.

Width of blade, inches.....	3	4
Price, each.....	**47c**	**54c**

No. 30B2906

Chisel Putty Knife. Heavy blade, ⅛ inch thick with chisel edge. For applying putty, digging out old putty, pulling out tacks and driving glaziers' points. This is a very handy all around putty knife. Width of blade, 1¼ inches. Shipping weight, 7 oz.
Price **18c**

Water Putty (Crevice Filler).

This is a hard drying mineral substance in powder form to be mixed with water. It dries in fifteen minutes. For filling imperfections and cracks in furniture, vehicles, plastered or board walls, statuary, picture frames, sinks, etc. When dry, water will not dissolve it and it may be sandpapered, carved or sawed without crumbling. Use No. 30B2660 for filling cracks in new or old floors that are springy or not well nailed.

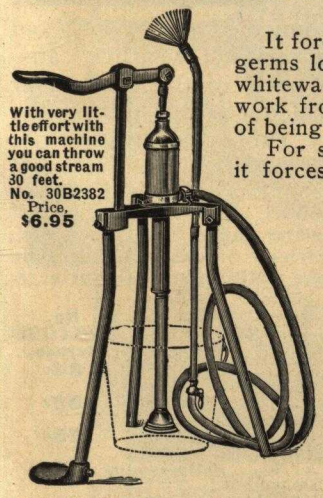
No. 30B2659

1-lb. package.....**14c**
Shipping wt., 2 lbs.

5-lb. package.....**48c**
Shipping wt., 6¾ lbs.

$6.95 Handy Whitewashing and Spraying Machine.

It Whitewashes, Sprays Sheep and Cattle and Does Many Other Useful Things.



With very little effort with this machine you can throw a good stream 30 feet. No. 30B2382 Price, $6.95

It forces whitewash into corners and crevices where disease germs lodge and which cannot be reached with brushes. In whitewashing chicken houses infested with lice you can do the work from a door or window, thus avoiding the discomfort of being covered with chicken lice and dirt from head to foot.

For spraying sheep and cattle it is especially efficient, as it forces the liquid through to the hide where it is really wanted. For the many other purposes for which it is intended it is a wonder.

The machine is simple and easy to operate. The legs can be removed instantly and thus occupy little space. It can be conveniently carried on cars or in buggies. It is always ready, nothing to take apart or attach, and with a bucket of water you are ready to throw a 30-foot stream at any time.

Equipment consists of a 6-foot wrought iron spray pipe with ⅛-inch brass shut off cock and brass spray nozzle, extra brass nozzle for straight stream work, iron follower wrench (used for tightening plunger ring in bottom pump cylinder), rubber suction hose with screen attachment and 8 feet of ⅜-inch special high pressure rubber discharge hose. Net weight, 20 lbs.; shipping wt., 30 lbs.

No. 30B2382 Price, complete..... **$6.95**

Cold Water Paint for Interiors.

(No Oil.)

We Prepare the Pigment—You Add the Water.

Comes in powder form to be mixed with cold water, for coating interiors of barns, basements, chicken houses, granaries, sheds, factories, warehouses, Summer cottages, etc. This paint should be used in place of whitewash, because it will not rub off when once dry. It forms a hard, firm and sanitary coating which will not chalk, scale or peel off. It increases the light in basements, barns or wherever used, and it is applied with a whitewash, kalsomine or wide paint brush or spraying machine. Not suitable for outside work. When ready to use mix the contents of a 10-pound package with 2 gallons of water. Ten pounds will cover from 600 to 800 square feet one coat.

No. 30B2629 White Cold Water Paint.

		Per Lb.
10-lb. package	(Shpg. wt., 15 lbs.)	**7½c**
25-lb. drum	(Shpg. wt., 28 lbs.)	**6½c**
50-lb. drum	(Shpg. wt., 55 lbs.)	**6c**
100-lb. drum	(Shpg. wt., 110 lbs.)	**5½c**
350-lb. barrel	(Shpg. wt., 385 lbs.)	**5c**

No. 30B2631 Cream Cold Water Paint.

10-lb. package	(Shpg. wt., 15 lbs.)	**8½c**
25-lb. drum	(Shpg. wt., 28 lbs.)	**7½c**
50-lb. drum	(Shpg. wt., 55 lbs.)	**7c**
100-lb. drum	(Shpg. wt., 110 lbs.)	**6½c**
350-lb. barrel	(Shpg. wt., 385 lbs.)	**6c**

ROOF REPAIRS

Stop the Roof Leaks With Longlife Elastic Compound

Longlife Elastic Compound is used for repair work on all types of roofs; on gutters, chimneys, flues, flashings, skylights, cornices, parapet walls, etc. No matter how old or worn out the roof may be, a coat of Longlife Elastic Compound will render it absolutely watertight and practically as good as new. It will stop leaks positively and permanently and it can be applied in any kind of weather, over wet surfaces as well as dry. It adheres tightly to the surface upon which it is applied. This means that there will be no laps or seams for wind or water to get under.

When applied to felt or composition roofing it seals the seams and crevices and tends to make the whole roof one solid sheet. It never crumbles, disintegrates, splits, cracks or chips off and never hardens in the package. Whatever is left can be put away to be used at any later date without the contents being affected in any way.

Use Longlife Elastic Compound for repairing roofs, silos, greenhouses, skylights, grain bins, chicken houses, barns, sheds, underground stables, culverts, drains, watering pipes, irrigation flumes, tanks, outside walls of cisterns, hog troughs, water troughs, and for waterproofing basement and cellar walls. Can be used on metal, brick, wood, concrete, tile, stone, etc.

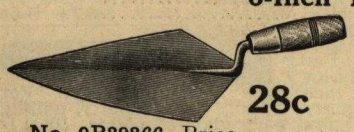
You can apply this Longlife Elastic Compound in any kind of weather without having to wait for a roofer or tinner to do the work. This feature alone is very valuable because a heavy storm is liable to start a leak that will cause considerable damage if not checked immediately.

No expensive tools are required—a trowel, putty knife or spoon is all that is needed.

Guaranteed to give complete satisfaction or money returned. Every home owner should have a can of this material on hand for ready use. Ten pounds will cover about 25 square feet 1/16 inch to ⅛ inch thick.

For directions on how to apply Longlife Elastic Compound see page 30.

6-Inch Trowel.



28c

Made of steel, ground smooth and well shaped. Especially recommended for applying Longlife Elastic Compound. Weight, about 3 ounces.

No. 9B39366 Price.....28c

No. 30B3477 Longlife Elastic Compound. Black only.

		Per Lb.
5-pound can	(Shipping wt., 7 lbs.)	12c
10-pound can	(Shipping wt., 12 lbs.)	10c
25-pound pail	(Shipping wt., 30 lbs.)	9c
100-pound keg	(Shipping wt., 120 lbs.)	7c
300-pound half barrel	(Shipping wt., 340 lbs.)	6c
550-pound barrel	(Shipping wt., 620 lbs.)	5c

300-pound and 550-pound barrels shipped from factory in CLEVELAND, OHIO.

25 and 50-gallon barrels are shipped from factory in NORTH-EASTERN ILLINOIS.

Asphalt Roof Paint

For Painting Felt or Composition Roofing, Iron or Shingle Roofs, Iron Bridges and Trestles, Sheds, Warehouses and Other Buildings. Second in Quality Only to Our Rufix.

This Asphalt Roof Paint will give far better service for felt and composition roofing and for painting iron and shingle roofs than any of the coal tar preparations. It is elastic, has a good body and is more durable than any roof coatings or paints sold at higher prices.

If conditions are such that you cannot use our Rufix, then send us your order for this Asphalt Roof Paint with the guarantee that the paint, considering its low price, is one of the best values ever offered and that it will prove satisfactory in finish, durability and covering capacity.

One gallon of this Asphalt Roof Paint will cover about 250 square feet of this smooth surface, one coat, or about 150 square feet of wood shingles or felt roofing, one coat.

No. 30B1941 Asphalt Roof Paint. Black only.

		Per Gal.
1-gallon can	(Shpg. wt., 15 lbs.)	58c
5-gallon can	(Shpg. wt., 50 lbs.)	57c
10-gallon can	(Shpg. wt., 100 lbs.)	54c
25-gallon half barrel	(Shpg. wt., 215 lbs.)	43c
50-gallon barrel	(Shpg. wt., 425 lbs.)	40c

Rufix

For Painting Roofs and Keeping Them in Good Condition.

It preserves shingles, tin, iron or felt from the action of the elements and will make an ordinary roof last many years longer. Ordinary leaky roofs, either tin, iron, composition, felt or old shingles, can be made watertight with our Rufix. It is a combination of oils, gums and other ingredients made for this particular purpose.

Rufix does not contain an ounce of coal tar. Coal tar products will soften during very hot weather, causing them to crawl and expose parts of the roof. Our Rufix Paint, after once dry, will not soften during the hottest weather. It is a heavy, rubberlike, waterproof liquid that will make an old roof watertight. In most cases one coat will be sufficient to stop leaks. (Longlife Elastic Compound is needed for large holes.) Suitable also for all iron work, bridges, smokestacks, water tanks, iron pipes, etc., that are exposed to heat, acid, electricity or the weather. One gallon will cover 200 square feet, one coat, on smooth surfaces.

For directions on how to apply Rufix see page 30.

		No. 30B1910 Black.	No. 30B1920 Maroon.
1-gallon can.	Per gallon	80c	84c
	Shipping weight, 15 pounds.		
5-gallon can.	Per gallon	78c	83c
	Shipping weight, 50 pounds.		
25-gallon half barrel.	Per gallon	74c	78c
	Shipping weight, 275 pounds.		
50-gallon barrel.	Per gallon	59c	63c
	Shipping weight, 500 pounds.		

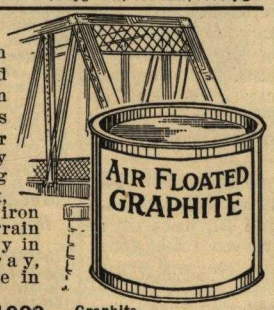
Roof Paint Brush.

Roof Paint Brushes, bound with wire and carefully cemented into a head of hardwood, will not check or crack. Recommended for heavy tar paints, roof coatings and heavy painting material.

No. 30B3170

Two knots. Price	38c
Shipping weight, 1 lb.	
Three knots. Price	55c
Shpg. wt., 1 lb. 11 oz.	
Four knots. Price	73c
Shipping weight, 2 lbs.	

Graphite.



This is the high grade air floated graphite, ground in pure linseed oil. It is prepared ready for use. Preferred by many for painting bridges, iron work, water tanks, sheet iron buildings, metal grain bins, etc. Comes only in natural graphite gray, which is dark slate in color.

No. 30B1909 Graphite.

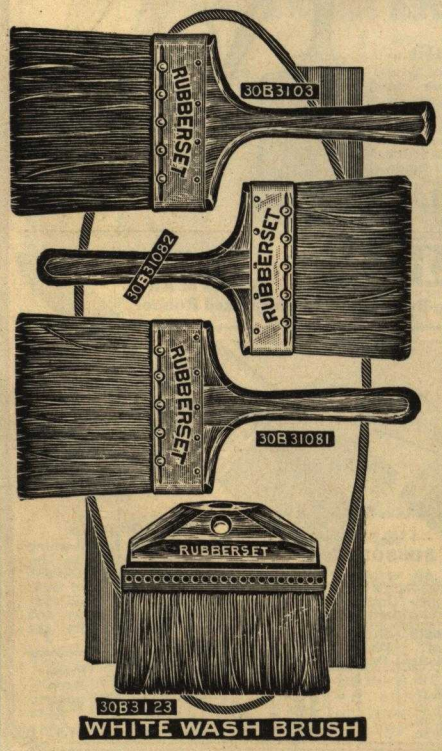
		Per Gallon
1-gallon can	Shpg. wt., 15 lbs.	$1.39
5-gallon can	Shpg. wt., 50 lbs.	1.38
25-gallon half barrel	Shpg. wt., 250 lbs.	1.36
50-gallon barrel	Shpg. wt., 500 lbs.	1.32

PAINT and VARNISH BRUSHES

RUBBERSET
TRADE MARK

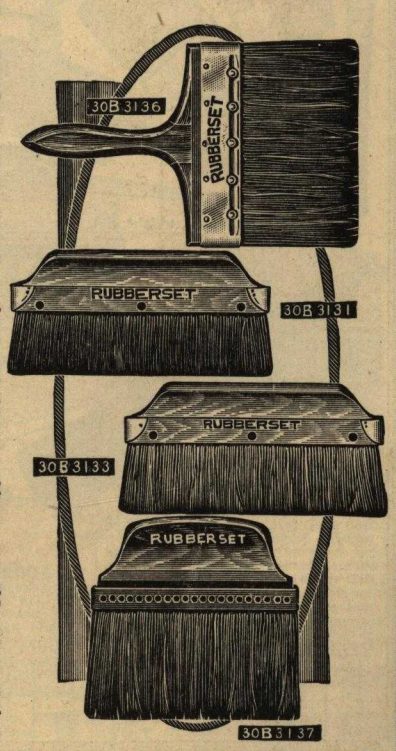
KALSOMINE and PAPERHANGERS' BRUSHES

RUBBERSET
TRADE MARK
KALSOMINE "BRUSHES"



Order by catalog number, giving size wanted.	Width, In.	Length of Bristles	Shpg. Wt. Ounces	Each
No. 30B3097 Black Chinese bristles.	4	3⅞	18	$1.05
No. 30B3085 First quality Rubberset Paint Brush. Yellow Russian bristles, long and heavy. Nickel plated band.	3½ 4 4½	4½ 4½ 4½	12 13 14	2.05 2.34 2.59
No. 30B3093 Rubberset Paint Brush. Bristles are set in vulcanized rubber. High grade Chinese black bristles, metal bound. For use wherever a good brush is required.	3 3½ 4 4½	2¾ 3 3¼ 3½	10 11 12 13	.45 .59 .82 1.03
No. 30B30953 Rubberset Stucco Paint Brush. Selected black Chinese bristles, set in vulcanized rubber. Bound with leather.	3 3½ 4 4½	4 4 4¼ 4½	11 12 13 14	1.29 1.44 1.86 2.06
No. 30B3083 High grade selected Chinese bristles, extra long and heavy. Nickel plated ferrule. Oval Handle Paint Brush.	3½ 4 4½	4¾ 4¾ 4¾	12 14 15	1.95 2.31 2.49
No. 30B3073 Rubberset Sash Brush. High quality Chinese bristles, chiseled. Bristles will not come out.	⅞ 1 1⅛ 1½	1¾ 1⅞ 2 2¼	4 4 4 4	.16 .19 .25 .30
No. 30B3023 Rubberset Fitch Varnish Brush. Fitch hair. Nickel plated ferrule. A soft hair flowing Varnish Brush for finishing coats on fine work. Not used for regular work.	1½ 2 2½ 3	1½ 1½ 1⅝ 1¾	2 3 4 4	.39 .54 .61 .72
No. 30B3021 Rubberset Chiseled Bristle Flowing Varnish Brush. First quality, selected Chinese bristles, extra long and heavy. Nickel plated binding. Oval handle.	2½ 3 3½	3⅜ 3½ 3½	6 7 8	.79 1.34 1.48
No. 30B3031 Rubberset Chiseled Bristle Varnish Brush. Chinese bristles. Metal bound. Red polished handle. Extra heavy.	1½ 2 2½ 3	1⅞ 2 2⅛ 2 5/16	2 2 2 2	.16 .21 .26 .31
No. 30B3039 Rubberset Chiseled Bristle Varnish Brush. A thick brush. Standard quality black Chinese bristles, chiseled. Very full, yet light in weight.	2 2½ 3 3½	2¼ 2½ 2¾ 3	6 7 8 10	.34 .48 .65 .82
No. 30B3045 Rubberset Oval Varnish Brush. Extra large size. For use in factories and for the professional painter. Nickel plated steel ferrule.	2⅛ 2¼ 2⅜	4¼ 4½ 4¾	12 12 13	1.88 2.13 2.46
No. 30B3042 Oval Varnish Brush. Chinese bristles. Nickel plated steel ferrule. A good brush for general varnishing.	1⅞ 2 2¼	2¾ 2⅞ 3⅛	4 5 6	.50 .60 .95
No. 30B3123 Rubberset Whitewash Brush. Gray Russian bristles. White bristles outside. Leather bound.	8	4	22	3.10
No. 30B31082 Rubberset Plain Kalsomine Brush. All white Russian bristles.	6¾ 7¾	4½ 4¾	36 40	2.43 3.04
No. 30B31081 New York Kalsomine Brush. Selected yellow Okatka bristles. Galvanized iron band or ferrule.	6¾ 7¾	5½ 5⅝	40 44	6.49 8.24
No. 30B3103 Rubberset Kalsomine Brush. Gray Russian and black China mixed bristles. Galvanized iron bound.	7 8	5½ 5½	40 44	4.96 5.50
No. 30B3136 Rubberset Paste Brush. Gray Russian bristles. Brass bound. Riveted.	8	4¼	23	3.66
No. 30B3131 Paperhangers' Rubberset Smoothing Brush. Black China bristles, thick.	10 12	2⅝ 2⅝	11 12	1.41 1.62
No. 30B3133 Rubberset Smoothing Brush. Selected yellow bristles set in one thick row. Reinforced metal ends.	10 12	2¾ 2¾	11 12	2.18 2.69
No. 30B3137 Rubberset Paste Brush. Gray Russian bristles. Leather bound.	8	4¼	35	3.75

RUBBERSET
TRADE MARK
PAPERHANGERS "BRUSHES"



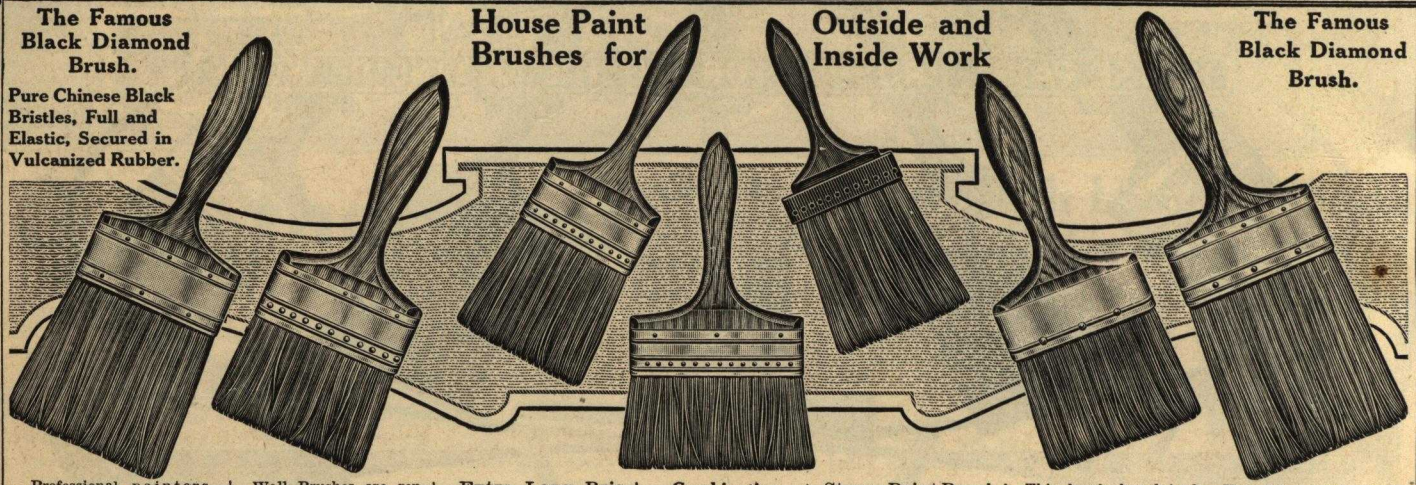
PAINT BRUSHES

The Famous Black Diamond Brush.

Pure Chinese Black Bristles, Full and Elastic, Secured in Vulcanized Rubber.

House Paint Brushes for Outside and Inside Work

The Famous Black Diamond Brush.



Professional painters—the men who **know** brushes—claim that the Black Diamond is one of the finest brushes ever put on the market. The handle is nicely rounded off and fits the hand so perfectly as to enable the painter to do much more work without tiring.

No. 30B3080

Wdth., In.	Lgth., In.	Wt., Oz.	Price, Each
3	3½	10	$0.68
3½	3¾	11	.93
4	4	12	1.26

Wall Brushes are generally used for painting large surfaces, such as roofs, interior and exterior walls, floors, etc. All Chinese bristles, tin ferrule. Do not use in liquids containing alcohol.

No. 30B3084

Width, In.	Lgth., In.	Shpg. Wt., Oz.	Price, Each
2½	2	8	18c
3	2⅛	9	23c
3½	2¼	10	29c
4	2½	11	36c
4½	2⅝	12	40c

Extra Long Bristle Metal Bound Flat or Wall Brush. Pure Chinese bristles. For house and barn painting.

No. 30B3087

Width, In.	Lgth., In.	Shpg. Wt., Oz.	Price, Each
3	3⅜	10	$0.51
3½	3½	11	.72
4	3¾	12	.94
4½	4	15	1.32

Combination Paint, Whitewash and Paste Brush.

Used for painting where a large surface is to be covered in a short time. For whitewashing or kalsomining. Do not use in liquids containing alcohol.

No. 30B3101

Width, inches... 6
Length of bristles, inches... 3¼
Shpg. wt., oz...15
Price, each.....64c

Stucco Paint Brush. Leather bound. Selected grade black, springy Chinese bristles. Very full. Used by some of the best painters.

No. 30B3092

Width, In.	Lgth., In.	Shpg. Wt., Oz.	Price, Each
3	4¼	11	$1.20
3½	4½	12	1.53
4	4¾	14	1.96
4½	5	15	2.41

This brush has high grade black Chinese bristles imbedded in vulcanized rubber, nickel plated ferrule. Every bristle will stay in place regardless of wear.

No. 30B30931

Width, In.	Lgth., In.	Shpg. Wt., Oz.	Price, Each
2½	2¼	9	28c
3	2½	9	35c
3½	2¾	10	45c
4	3	11	59c
4½	3¼	12	72c

For the professional painter who demands a brush with exceptionally long, full bristles. We believe there is no finer made brush on the market. Pure Chinese black bristles, full and elastic, secured in vulcanized rubber. The best partner for a hard day's work.

No. 30B3082

Width, In.	Lgth., In.	Shpg. Wt., Oz.	Price, Each
3	4¼	11	$1.47
3½	4½	12	1.96
4	4¾	14	2.30

Round Paint Brush.

Round Paint Brush. Wire bound. All high grade selected white Russian bristles. This brush is largely used by professional painters.

No. 30B3078

Diam. at Ferrule	Length	Shpg. Wt.	Price, Ea.
1¾ in.	4 in.	9 oz.	$0.93
1¾ in.	4¼ in.	9 oz.	1.21
1⅞ in.	4⅝ in.	10 oz.	1.88
1⅞ in.	4⅞ in.	11 oz.	2.95

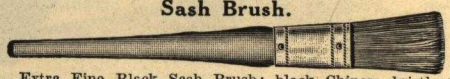
Sash Brush.

Extra Quality Flat Bristle Fitch Brush; black bristles, set in rubber, tin ferrule. Used by painters for painting window sash and molding, also used for trimming and painting around corners. Shipping wt., each, about 4 oz.

No. 30B3071

Width, inches	½	¾	1	1¼	1½
Length of bristles, inches	1⅛	1⅜	1½	1¾	2
Price, each	6c	10c	15c	20c	24c

Sash Brush.



Extra Fine Black Sash Brush; black Chinese bristles; oval shape, chiseled.

No. 30B3072

Width, inches	½	⅝	⅞	1	1⅛	1¼
Length, inches	1¼	1⅜	1⅝	2	2⅛	2¼
Shipping weight, ounces	4	4	4	4	5	5
Price, each	7c	8c	11c	14c	19c	23c

$3.72 Paint Brush Outfit.

Shipping weight, 3¾ lbs.

Paint Brush Outfits

Brushes are made from selected stock, and if you were to purchase them singly from a dealer the outfit would cost at least double our price. This outfit includes the following: 1 Chinese Bristle Chiseled Sash Brush, large size; 1 Chinese Bristle Chiseled Sash Brush, extra large; 1 Russian Bristle Round Paint Brush, large size; 1 Russian Bristle Flat Paint Brush, extra long bristles; 1 Extra Chinese Bristle Flat Paint Brush; 1 Painters' Duster; 1 Extra High Grade Putty Knife; 1 Paint Paddle; 2 Paint Pot Hooks.

No. 30B2954

Price for complete outfit.....**$3.72**

For the convenience of our customers who may be unable to make a proper selection of paint brushes for outside house or barn painting, we have made up several outfits consisting of the necessary brushes and other accessories. These outfits have been carefully selected and we suggest that you include one with your order for paint.

$1.49 Paint Brush Outfit.

This assortment consists of extra good quality brushes and first class work can be done with these tools. Outfit includes the following: 1 Chinese Bristle Chiseled Sash Brush; 1 Chinese Bristle Chiseled Sash Brush, large size; 1 Painters' Duster; 1 Extra Chinese Bristle Flat Paint Brush; 1 High Grade Polished Steel Blade Putty Knife; 1 Paint Paddle; 1 Paint Pot Hook.

No. 30B2952

Price for complete outfit.....**$1.49**

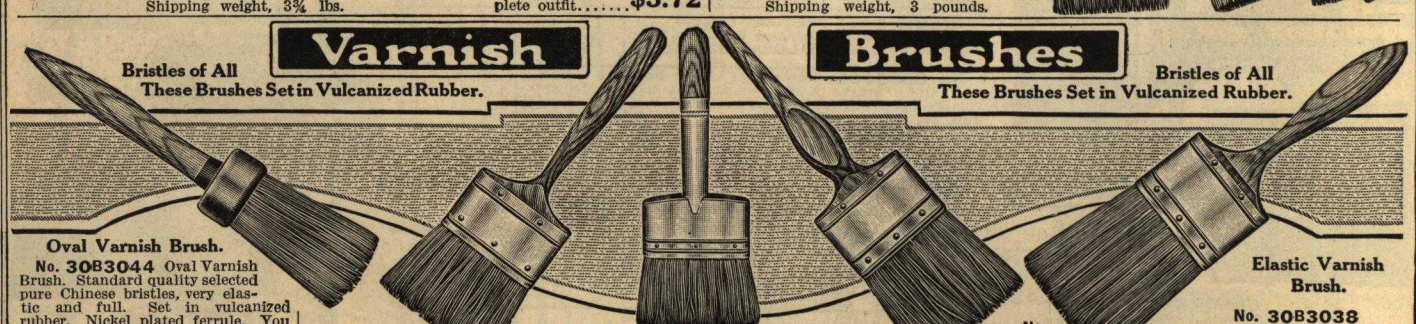
Shipping weight, 3 pounds.

Special Outfit for Painting.

Varnish Brushes

Bristles of All These Brushes Set in Vulcanized Rubber.

Bristles of All These Brushes Set in Vulcanized Rubber.



Oval Varnish Brush.

No. 30B3044 Oval Varnish Brush. Standard quality selected pure Chinese bristles, very elastic and full. Set in vulcanized rubber. Nickel plated ferrule. You can cover more surface with an oval varnish brush than with any of the flat varnish brushes. For varnishing floors, woodwork, buggies, wagons and other large jobs.

Width Inches	Length, Bristles	Shpg. Wt., Oz.	Price, Each
1¾	2¾ in.	4	$0.46
1⅞	3⅛ in.	5	.53
1⅞	3⅜ in.	5	.65
2	3¼ in.	5	.71
2⅛	3½ in.	6	.88
2¼	3¾ in.	6	1.07

No. 30B3035

Bristles secured in vulcanized rubber. Tin ferrule, black Chinese bristles, chiseled. A handy varnish brush for odd jobs about the house.

Width Inches	Length of Bristles	Shpg. Wt., Oz.	Price, Each
1	1¾ in.	4	10c
1½	1⅞ in.	4	14c
2	2 in.	4	19c
2½	2 in.	6	23c
3	2⅛ in.	7	32c

No. 30B3029

Fitch Flowing Varnish Brush. Bristles secured in vulcanized rubber. Good quality, single thick, tin ferrule.

Width, Inches	Length of Bristles	Shipping Weight, Ounces	Price, Each
1	1¼ in.	2	22c
1½	1⅜ in.	2	30c
2	1½ in.	3	38c
2½	1⅝ in.	4	49c
3	1¾ in.	4	60c

No. 30B3037

An extra thick, soft, elastic Chinese Bristle Flowing Varnish Brush. Bristles secured in vulcanized rubber.

Width, Inches	Length of Bristles	Shipping Weight, Ounces	Price, Each
1	2 in.	4	16c
1½	2⅛ in.	6	22c
2	2⅜ in.	7	35c
2½	2¾ in.	8	45c
3	2⅞ in.	10	57c

Elastic Varnish Brush.

No. 30B3038

Recommended for finishing floors, woodwork, furniture, etc. All black, pure selected Chinese bristles, very elastic and full, secured in hard vulcanized rubber. Used by the painter and homeowner. Handle fits the hand perfectly.

Width In.	Length of Bristles	Shpg. Wt., Oz.	Price, Each
2	3 in.	5	$0.52
2½	3⅜ in.	6	.77
3	3⅝ in.	7	1.02

Paperhangers' Brushes

No. 30B3133
Master Paperhangers' Rubberset Smoothing Brush.

Width	Length, Bristles	Weight	Price, Each
10 inches	2¾ inches	11 ounces	$2.18
12 inches	2¾ inches	12 ounces	2.69

This is an exceptionally well made smoothing brush, which is particularly recommended for the professional paperhanger who puts a brush to hard usage. It is made of all selected yellow bristles set in one thick row in vulcanized rubber by the famous Rubberset process. The ends are reinforced with metal plates, all combining to make an exceptionally serviceable and reliable brush.

No. 30B3135

Width	Length, Bristles	Shpg. Wt.	Each
6¾ in.	4¼ in.	32 oz.	$2.33
7¾ in.	4¼ in.	35 oz.	2.65

Paperhangers' Paste Brush. For the professional paperhanger. A well made high grade brush with long handle. Pure gray Russian bristles, galvanized, metal bound.

No. 30B3134

Width, In.	Length, Bris., In.	Shpg. Wt., Oz.	Each
7½	3¼	17	83c

Paperhangers' Paste Brush. Mixed white and gray bristles, all hair, no fiber; double nailed, leather bound.

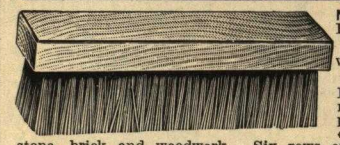
No. 30B3130
Price, each.....12c
Shipping weight, 8 ounces.
Paperhangers' Smoothing Brush. Width, 10 inches; length of bristles, 2 inches. Made of selected elastic gray fiber which will not scratch nor tear the paper. This brush should not be confused with the heavy coarse fiber brushes usually sold.

No. 30B3132

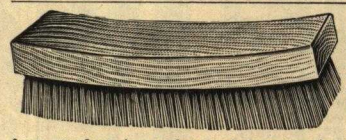
Width, In.	Length, Bristles, In.	Shipping Wt., Oz.	Price, Each
10	2⅛	11	$0.84
12	2⅛	12	1.03

Paperhangers' Smoothing Brush. Two rows of stiff Chinese bristles, 2⅛ inches long. A good smoothing brush is necessary to insure a good smooth job of paperhanging.

Steel Wire Brushes

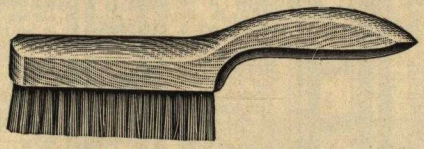


No. 30B3148
Each 30c
Length, 8 in.; width, 2⅛ in.
Steel Wire Brush. For removing old paint, rust and dirt from iron, stone, brick and woodwork. Six rows of standard steel wire, 1¾ inches long, hardwood block. Shipping weight, 1¼ pounds.



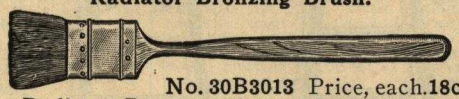
No. 30B3149
Each 35c
Curved Back Wire Brush with stiff wires. Used by painters for removing scaly paint from wood or iron, also used for removing rust. Size of block, 2½x8 inches; length of wires, 1⅛ inches. Shipping weight, 1⅝ pounds.

No. 30B3155
Price, each.....24c
Size of block, 2½x 1⅛ inches; length of handle, 5⅛ inches; length of wires, 2½ inches. Shipping wt., 10 oz.
Painters' Wire Duster. One of the handiest brushes made. A convenient brush for cleaning around cornices and moldings. Excellent for household use for cleaning pots and pans. Four rows fine wire, 2½ inches long.



No. 30B3152 Price, each.....27c
Length of wires, 1³⁄₁₆ inches; length of brush, 4¾ in.; length with handle, 10¼ in.
Painters' Wire Brush. Fine wire, very full. A handy brush for the painter. Shipping weight, 11 ounces.

Radiator Bronzing Brush.



No. 30B3013 Price, each.18c
Radiator Bronzing Brush. Just the brush for applying gold, silver or aluminum enamels on radiators, steam pipes, hot water boilers, etc. Made of good soft hair. Width, 1½ inches; length, including handle, 9½ inches. Shipping wt., each, 2 oz.

Painters' Dusters

NOT TO BE USED FOR APPLYING PAINT.

No. 30B3129 Price.60c
Painters' Flat Duster, black bristles. Very full and springy, a first class painters' duster. Width, 4 inches; length, 3⅞ inches. Shipping wt., 10 oz.

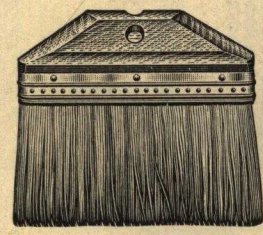
No. 30B3127
Price 81c

Painters' Round Duster. Strictly pure black and gray bristles. No better painters' duster made. Width, 2½ inches; length, 4 inches. Shipping weight, 10 ounces.

No. 30B3128
Price, each.....31c

Painters' Round Duster. Mixed gray and black hair and fiber. A very good brush for general all around use. Just the brush for the man who does his own painting. Width, 2½ inches; length, 3¼ inches. Shipping weight, 10 ounces.

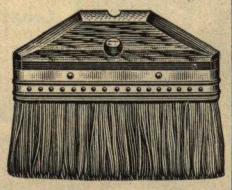
WHITEWASH BRUSHES.



All white Russian bristles, extension style. Metal bound. A brush that is used by many kalsominers and whitewashers.

No. 30B3118

Width, Inches	Length, Bristles, In.	Shipping Wt., Oz.	Price, Each
8	4¼	23	$2.88
8¼	4½	24	3.48



Made of fine quality Mexican tampico with pure American bristle. Metal bound. A fair quality brush for common work, such as whitewashing fences, barns and outbuildings. Not recommended for fine interior work.

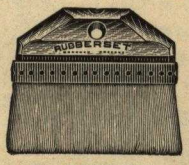
No. 30B3112

Width, Inches	Length, Bristles, In.	Shipping Wt., Lb.	Price, Each
7¼	2½	1	46c

No. 30B3110

Width, In.	Length, Bristles, In.	Shpg. Wt., Oz.	Price, Each
6	2½	13	13c
7	2½	15	15c
8	2¾	16	18c

Whitewash Brush. White tampico stock (not a bristle in it). The stock is soft and white. Metal bound. For whitewashing fences, outbuildings, etc.



No. 30B3121

Width, In.	Length, Bristles, In.	Shpg. Wt., Oz.	Price, Each
7¾	3¼	20	$1.81

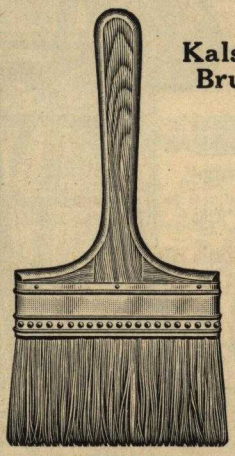
All White Russian Bristles, leather bound. The bristles are set in hard vulcanized rubber. Water or lime will not affect the setting.

No. 30B3116

Width, In.	Length, Bristles, In.	Shpg. Wt., Oz.	Price, Each
7⅜	3¾	18	$1.54
7⅞	4	20	1.96

Extension Whitewash Brush, all white bristles. Metal bound. Exceedingly good value at the price.

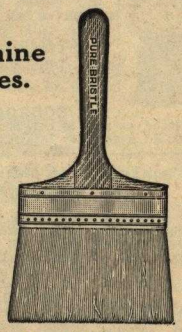
Kalsomine Brushes.



No. 30B3102

Width, In.	Length, Bristles, In.	Shpg. Wt., Lbs.	Price, Each
6	3¼	2	$1.05
7	3½	2	1.30
8	3¾	2¼	1.64

Kalsomine Brush, white bristles, metal bound; excellent quality. Every home owner should have one of these brushes to do his tinting.



No. 30B3104

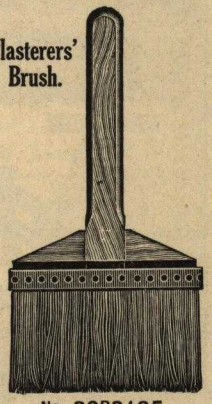
Width, In.	Length, Bristles, In.	Shpg. Wt., Lbs.	Price, Each
6¾	4¼	2¼	$3.10
7¾	4½	2¼	4.17

Selected Russian White Bristle Kalsomine Brush. Brass bound.

No. 30B3105
Same as No. 30B3104 illustrated above but with black bristles.

Width, In.	Length, Bristles, In.	Shpg. Wt., Lbs.	Price, Each
7	4⅛	2	$1.90
7¾	4⅜	2¼	2.34

Plasterers' Brush.



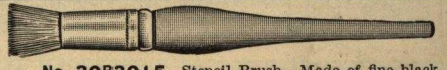
No. 30B3125

Width, In.	Length, Bristles, In.	Shpg. Wt., Lbs.	Price, Each
8	4	2⅜	$3.22

Made with all gray stiff Russian bristles set in hard rubber and solidly bound. The center row of bristles is vulcanized in brass and the brass strip securely attached to the block, making one of the strongest brushes on the market. Being very full, it will hold more water than most other brushes.

Stencil Brush.

Length, including handle, inches	No. 6 8½	No. 8 9¾
Diameter at ferrule, inch	⅝	⅞
Price, each	11c	18c



No. 30B3015 Stencil Brush. Made of fine black bristles. For use with stencils for stenciling walls or fabrics. Shipping weight, each, 3 ounces.

Save Money on Ladders

Regular Extension Ladder.

Thoroughly tested and guaranteed to be a solid, substantial ladder that will stand up under severe strain and hard usage. Specially designed drop hooks aid in raising and lowering the upper section. Shipping wt., 2½ pounds per foot.

No. 30B2944

20-foot—two 10-foot sections.	Price	$3.80
24-foot—two 12-foot sections.	Price	4.56
28-foot—two 14-foot sections.	Price	5.32
32-foot—two 16-foot sections.	Price	6.08
36-foot—two 18-foot sections.	Price	6.84
40-foot—two 20-foot sections.	Price	7.60

Rope Extension Ladder.

The upper section is raised and lowered by a rope, pulley and windlass attachment. A special feature of the self locking hook makes the operation of this ladder completely automatic. Shipping weight, 2½ pounds per foot.

No. 30B2946

24-foot—two 12-foot sections	$5.28
32-foot—two 16-foot sections	7.04
36-foot—two 18-foot sections	7.92
40-foot—two 20-foot sections	8.80

Every detail of the construction of these ladders warrants our guarantee of satisfaction or money returned. The rungs are made of seasoned hickory and are thoroughly tested before they are used. The sides are made only of good straight grain pine and are decidedly solid and strong.

A substantial ladder that will stand hard usage because it is built to be sound and safe.

Both the Regular and the Rope extension ladders are made of the same high grade materials with two sections of equal length to each ladder.

Shipped from factory in NORTH-EASTERN ILLINOIS.

No30B2944

No30B2946

No30B2956

Combination Stool and Stepladder.

Get one of these handy Stool Stepladders for the many little odd jobs about the house, such as cleaning windows, hanging curtains or putting up stovepipe. Standing on this Stool Stepladder you can reach the back of the top shelf of your pantry with ease. It is more compact than a chair, standing 24 inches high or 6 inches higher than a seat of an ordinary chair. Housewives use them as a seat while washing dishes, ironing, etc. Folds flat, as illustrated, and takes up little room. No better investment for kitchen comfort could be made than to spend 95 cents for this useful article. Shipping weight, 7 pounds.

No. 30B2956 Price.....95c

No30B2943

Roof Brackets or Safety Stage Supports.

For use on shingled roofs. Secure, convenient and will not injure the shingles. Does away entirely with nailing cleats. Shipping weight, each, 2¼ pounds.

No. 30B2943 Each.....$0.42
Set of 6... 2.40

THE NEW WAY

No30B2955

THE OLD WAY

Rung Replacers.

Used for replacing rungs, as shown in illustration. Made of iron. Guaranteed to hold any rung. Shipping weight, about 10 ounces.

No. 30B2955 Price, per set of 4, complete with screws....18c

Extension Plank.

Made in two sections, telescoping and with stops preventing pulling apart. There are ten pieces of clear fir, each piece 1 inch wide by 1½ inches thick. The plank is 10¾ inches wide and will extend any fraction of an inch to the full length. Stronger than a solid board and much lighter. Weight, 3 pounds per foot, closed.

No30B2961

No. 30B2961
6 ft. closed, extends to 10½ ft. Price.$2.25
8 ft. closed, extends to 13½ ft. Price. 3.12

Painters' and Paperhangers' Stepladder.

Made of clear pine, very light weight, yet strong. Braces so arranged that plank can be put on any step. Steps are braced with irons in front and back. Shipping wt., per foot, about 3½ lbs.

No. 30B2949

Height, 5 feet.	Each..	$1.20
Height, 6 feet.	Each..	1.44
Height, 8 feet.	Each..	1.92
Height, 10 feet.	Each..	2.40

No30B2949

No30B2951

Folding Stepladder.

This Combination Stepladder and Kitchen Chair will prove very useful to the housewife, for it is just high enough to use in hanging curtains, dusting picture moldings, washing top windows and is always working, never in the way. When not in use as a stepladder it may be folded and used as a chair. Made of hardwood and varnished in light color. Height, when extended, 3 feet. Every home should have one. Illustrations show how this folding stepladder can be used. Shipping weight, about 10 pounds.

No. 30B2951 Price.....$1.48

No30B2937

Adjustable Ladder Hook.

Ladder Hook. Adjustable to fit any ladder. The hook drops over the ridge board, making roof work safer. Not only painters, but every property owner should have one of these hooks; they are handy when making roof repairs. Shipping weight, 2¾ pounds.

No. 30B2937
Price.....30c

Farm or Long Ladder.

Sides are made of clear pine. Rungs are made of hickory and securely fastened. A strong and well constructed ladder, suitable for use on the farm, also for painters. Made only in the following lengths. **Shipped direct from our CHICAGO store.** Shipping weight, per foot, about 2½ pounds.

No. 30B2947

Length, 12 feet.	Price..	$1.68
Length, 14 feet.	Price..	1.96
Length, 16 feet.	Price..	2.24
Length, 18 feet.	Price..	2.70
Length, 20 feet.	Price..	3.00

No30B2947

Ladder Jacks.

With a set of these attachments, two ladders and a plank, you can do away entirely with stage or scaffold on small jobs of painting. Carpenters will also find a set of these ladder jacks useful in repair work. Made of high grade steel. Takes planks up to 18 inches in width. Shipping weight, per pair, 22 pounds.

No. 30B2941
Price, per pair.....$2.30

Notice iron rods under steps.

No30B2948

A Substantial Ladder.

An exceptional value for the money. Every step is securely braced with an iron rod. There are large iron washers on the sides of the ladder which prevent the nails from coming out of the steps. Besides a handy pail shelf the ladder has double flanged steel hinge cleats riveted to the top and sides and is fitted with a folding iron lock brace. A very safe and durable ladder and worth a great deal more than the price we ask. Shpg. wt., abt 2¾ lbs. per foot. **No. 30B2948**

Height, 5 feet.	Price	$1.30
Height, 6 feet.	Price	1.56
Height, 8 feet.	Price	2.08

No30B2941

PAPERHANGERS' TOOLS

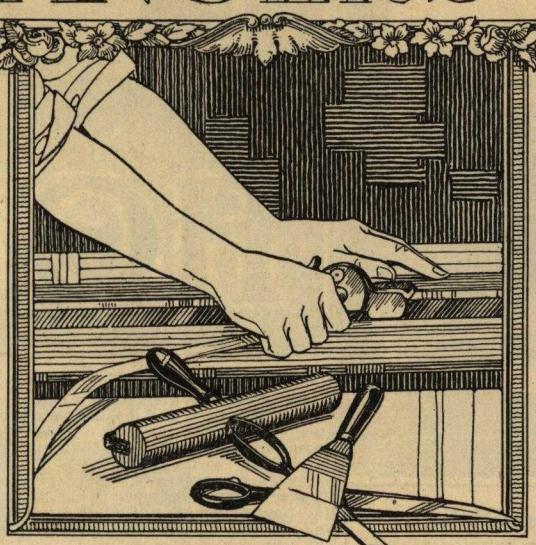
Simplex Wall Paper Trimming Outfit

$3.45 AND UP

If You Do Your Own Papering You Should Have This Excellent and Reliable Simplex Wall Paper Trimming Outfit.

This Simplex Wall Paper Trimming Outfit was originally made for professional paperhangers and is a thoroughly practical and serviceable device. By purchasing the patents and manufacturing the outfit in our own factory, we are able to make a price of $3.45 for the complete outfit, placing it within reach of all home owners.

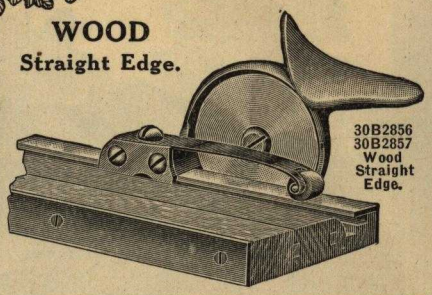
The wood straight edge is made of strips of selected hardwood joined in such a way as to prevent warping and bound on the edge by brass strips. An accurate scale is laid off on the straight edge, thus enabling the paperhanger to measure the paper while cutting, without the use of a rule. The trimmer blade is made of selected tool steel and is mounted in a highly nickel plated casting that fits the hand perfectly. This trimmer runs in a brass mounted channel and will withstand hard usage.



PRICES.

30B2856	30B2857	30B2854	No. 30B2855
Simplex Outfit, complete with 6-foot **wood** straight edge. Shipping wt., 8 pounds. Price.$3.45	Simplex Outfit, complete with 7-foot **wood** straight edge. Shipping wt., 9 pounds. Price.$3.60	Simplex Outfit, complete with 7-foot **metal** straight edge. Shipping wt., 13 pounds. Price..$3.60	Simplex Outfit, complete with 6-ft. **metal** straight edge. Shipping wt., 11 lbs.$3.45

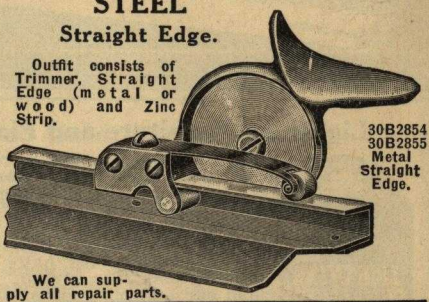
WOOD
Straight Edge.



30B2856
30B2857
Wood Straight Edge.

STEEL
Straight Edge.

Outfit consists of Trimmer, Straight Edge (metal or wood) and Zinc Strip.



30B2854
30B2855
Metal Straight Edge.

We can supply all repair parts.

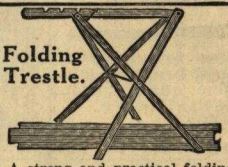
Folding Paste Tables.

Straight Edge and Tools Not Included.

Folding Paste Table. Strong and light in weight, with space and hooks for carrying straight edge and tools. A zinc strip furnished with each table. Width, open, 22 inches; closed, 11 inches; height, 32 inches. Shipping weight, 20 to 23 pounds.

No. 30B2839	Length, 6 feet..	$3.44
No. 30B2840	Length, 7 feet..	3.83
No. 30B2841	Length, 8 feet..	3.95

Folding Trestle.



A strong and practical folding trestle. All joints are strengthened with special steel clamps, so that there is no danger of splitting the sticks where the bolts pass through. Height, adjustable, 29 to 33 inches. Width, 36 inches. Made of high grade material. Return them if not satisfactory. Shipping weight, about 6 pounds.

No. 30B2849 Price, per pair..... **95c**

Improved Paste Boards.

The paste board we are offering is made of ½-inch clear air dried whitewood, built up of several boards, tongued and grooved and glued to prevent dishing. Four battens to prevent warping, and hinged with three hinges. Width, open, 22 inches; closed, 11 inches. A zinc strip furnished with each board. Shipping wt., about 15 pounds.

No. 30B2842	Length, 6 feet....	$1.70
No. 30B2845	Length, 7 feet....	1.80
No. 30B2847	Length, 8 feet....	1.95

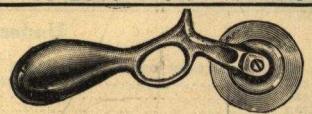
Seam and Smoothing Rollers.

Seam Roller. Large Seam Roller, 1¾ in. wide, 1½ in. in diameter. Maple roller, polished handle. Shipping weight, 4 ounces. 30B2800 Price **15c**

Smoothing Roller. Smoothing Roller. Cloth covered. Well constructed and very satisfactory roller, 8 inches wide. Shipping weight, 1 lb. 1 oz. No. 30B2808 Price **45c**

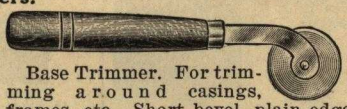
Seam Roller. Seam Roller. 1 inch wide, 1⅜ inches diameter, flat face, rubber covered. Shipping wt., 5 oz. 30B2802 Price **18c**

Wheel Knives and Base Trimmers.



Simplex Rotary Knife. Will cut ingrain, burlap and Lincrusta with ease. Makes a clean cut without crushing edge of paper. Handle fits the hand perfectly. Highly nickel plated. Shipping weight, 8 ounces.
No. 30B2832 Price..... **44c**

Base Trimmer. Serrated edge. Iron handle. A handy tool for trimming around casings, frames, etc. Shipping weight, 5 ounces.
No. 30B2822 Price..... **24c**



Base Trimmer. For trimming around casings, frames, etc. Short bevel, plain edge, casehardened, nickel plated steel brackets, polished maple handle. Blade, 1⅜ inches in diameter. Shipping weight, 3 ounces.
No. 30B2830 Price..... **20c**

Wheel Knife for trimming wall paper. Shoulder on both sides. Blade, 2 inches in diameter. Shpg. wt., 3 oz.
No. 30B2820 Price..... **21c**

Wall Paper Trimmer or Wheel Knife. You can cut several thicknesses of wall paper with this trimmer with very little pressure. Blades are made of high grade tempered steel, 2 inches in diameter. Shpg. wt., 9 oz.
No. 30B2824 Price..... **36c**

Combination Base Trimmer and Paper Knife. No paperhanger should be without this handy tool. Made to help you do a better and a quicker job of paperhanging. Shipping weight, 5 ounces.
No. 30B2826 Price..... **35c**

Ruled Knife Straight Edge Without Brass.

Ruled Straight Edge. Made of No. 1 lumber and is as true a straight edge as can be made. Made of three pieces, hard maple on outer edges. Shipping weight, about 5 lbs.

No. 30B2866	Length, 6 feet. Price	68c
No. 30B2867	Length, 7 feet. Price	78c
No. 30B2868	Length, 8 feet. Price	95c

Seam Roller.

Side Arm Seam Roller with wood roller. Shipping weight, 3 ounces.
No. 30B2807 Price..... **18c**

Prepared Paste Flour.

Only Boiling Necessary.

Will make strong and adhesive paste. One pound will make 3 gallons of ready to use paste or 1 gallon solid paste. No chemicals or preservatives required. Guaranteed never to sour.

No. 30B2786
1-pound package.....$0.10
Shipping wt., 1⅝ lbs.
25-pound drum..... 2.00
Shipping wt., 31 lbs.

Cold Water Dry Paste.

No Smell. No Vermin. No Waste.

Dissolves immediately in cold water. Makes a transparent and snow white paste. Can be made to any consistency by adding more dry paste or more water. It is very adhesive, convenient, saves time, is mixed at the job and ready for immediate use. Will not sour and will hang any kind of wall paper.

No. 30B2787
2-pound package **27c**
Shipping wt., 2½ lbs.
5-pound bag .....(Shipping wt., 6 lbs.).....**$0.65**
25-pound drum.....(Shipping wt., 30 lbs.)..... **3.00**

One 2-pound package will make a large pail of paste ready to use.

SEROCO ELASTIC SIZING.

Seroco Is Our Own Trade Mark, Registered in U. S. Patent Office.

This sizing can be used on whitewashed, painted or sand finished walls or ceilings, and on brick, wood, metal, glass, or other surfaces. It creates a perfect surface on which to hang any material. It sticks, and sticks for good. For burlap, pressed paper, Lincrusta or other heavy wall coverings, it is ideal. If there is only a small quantity of alkali in the walls the size will neutralize and overcome it, but if the quantity is too great, it discolors the sizing and warns you in time to use other means of neutralizing it. Used on kalsomined walls it saves the annoyance of washing, and paper can be hung without danger of peeling. It is very simple to use; just dissolve it in hot water. One quart will make 1 gallon of liquid size, or enough for the walls of an ordinary room. Never ferments nor molds on the walls.

No. 30B2789
1-quart can ....(Shipping wt., 3 lbs.)....$0.36
1-gallon can ....(Shipping wt., 10½ lbs.).. . 1.23

Paperhangers' Knife.

Paperhangers' Square Point Knife. Extra quality steel, wood handle. Shipping weight, 5 ounces.
No. 30B2934 Price..... **15c**

Paperhangers' Shears.

Paperhangers' or Bankers' Shears. Nickel plated steel laid blades and enameled handles. We guarantee these shears to be equal in material and workmanship to any shears made for this purpose. **Give size.** Shipping weight, about 15 ounces.

No. 30B2834

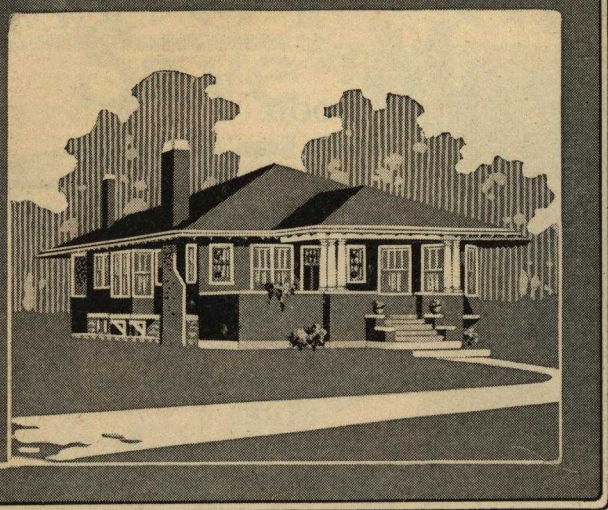
Size, inches.....	10	12	14
Length of cut, inches.....	5¾	7	8½
Price	$1.11	$1.35	$1.76

Cast Steel Shears.

A good shears for general household use. Usually sold for much more than the price we ask. Shpg. wt., abt. 15 oz.

No. 30B2833

Size, inches	9⅜	11¾	13¾
Length of cut, inches.....	4½	6¾	8
Price	32c	40c	54c



HOME BE

Lightning Furniture and Piano Polish.

Highly Recommended for Polishing Automobile Bodies.

Lightning Furniture and Piano Polish will not injure the finest finish. Furniture on which this polish is used retains its highly lustrous finish for a long time and it is therefore not necessary to polish quite as often as when inferior polishes are used. Automobile owners find our Lightning Furniture and Piano Polish one of the best auto body polishes on the market and it is in great demand for this use. When using this polish on highly finished furniture and woodwork, we recommend the surface be first washed with soap and water and after it has thoroughly dried apply the polish with a piece of cheesecloth. Try a small can of this polish and you will be pleasantly surprised at the results.

No. 30B2768	½ Pint	1 Pint	1 Quart
Shipping weight, pounds	1¼	1⅝	3
Price	19c	30c	53c

Quick Refinisher.

Applied with a cloth, and no expensive brushes required. It produces a high gloss finish on old scratched and marred furniture, woodwork and floors. It dries in a few hours and leaves a highly polished gloss finish, making the surface brighter, richer and more lustrous than ever before. Try it on an old marred piece of furniture and see the wonderful result. This Quick Refinisher is used in hundreds of furniture stores to give a fresh, new appearance to furniture that has been used for show purposes or has been in stock for some time. (One quart can of this material will refinish the furniture of an ordinary room.). It is easy to apply and a little goes a long way.

No. 30B2769

1-pint can.....(Shipping wt., 2 lbs.).....35c
1-quart can.....(Shipping wt., 3½ lbs.).....65c

FURNI-FLOR OIL

For Making Dustless Mops and Dustcloths.

For preparing as well as replenishing the oil in Dustless Mops and Cloths. You can make your own Dustless Cloths by saturating a piece of cheesecloth with water, removing the surplus water by passing through a wringer, then adding a small quantity of Furni-Flor. The germ laden dust and dirt is collected and held in the cloth or mop and when through dusting you shake out the dust and it is again ready for use. It cleans as well as polishes all varnished, waxed and painted woodwork, furniture and floors. Contains no grease.

No. 30B3403

1-pt. can. 18c
Shpg. wt., 2 pounds.

1-pt. can. 29c
Shpg. wt., 3½ pounds.

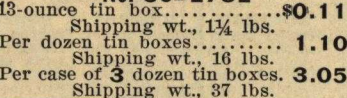
Seroco Wall Paper Cleaner.

Our Seroco Wall Paper Cleaner is one of the best and easiest working cleaners on the market. It is prepared ready for use so that anyone can clean wall paper with it; no experience necessary. Seroco Wall Paper Cleaner comes in a rubber like paste form, is put up in tin boxes and is guaranteed not to mold or dry out.

No. 30B2782

13-ounce tin box.....$0.11
Shipping wt., 1¼ lbs.
Per dozen tin boxes..... 1.10
Shipping wt., 16 lbs.
Per case of 3 dozen tin boxes. 3.05
Shipping wt., 37 lbs.

Brushes for Bronzing.



Soft Hair Brushes for applying gold and silver paints, bronzing, etc. Polished handle; fine quality; flat. Shipping weight, each, 1 ounce.

No. 30B3011

Size, inch...	⅜	½	⅝	¾	⅞	1
Price, each..	9c	11c	13c	15c	17c	19c

Radiator Bronzing Brush.

Radiator Bronzing Brush. Just the brush for applying gold, silver or aluminum enamels on radiators, steam pipes, hot water boilers, etc. Made of good soft hair. Width, 1½ inches; length, including handle, 9½ inches. Shipping weight, each, 2 ounces.

No. 30B3013 Price, each.....18c

Varnish Brushes.

Bristle Flowing Varnish Brush. Secured in vulcanized rubber. Tin ferrule, black Chinese bristles, chiseled.

No. 30B3035

Width, inches..	1	1½	2	2½	3
Shpg. wt., oz..	2	3	4	5	6
Price, each....	10c	14c	19c	23c	32c

Seroco Liquid Glue.

Our Own Trade Mark, Registered in U. S. Patent Office.

As strong as the strongest; if you do not find it so, we will return the full price paid for same. It will cement together all known substances such as wood, leather, ivory, cork, cloth, marble, glass, iron, china, crockery, pearl, metals, porcelain, etc. This is not a fish glue, but a pure hide and sinew glue in liquid form and has no offensive odor. It will keep indefinitely. Put up in self sealing tubes and cans. The tubes are expressly put up for family use.

No. 30B3216

Large tube.....10c
Shipping weight, 4 oz.
½-gill can.....12c
Shipping weight, 8 oz.
½-pint can.....20c
Shipping weight, 1¼ lbs.
1-pint can.....36c
Shipping weight, 1⅞ lbs.
1-quart can.....62c
Shipping weight, 3¼ lbs.

SNOWHITE

This Snowwhite Enamel positi flowing and brushes easily, like sticky, nor will it show brush m so that the most inexperienced p rial a fine enamel finish on woo withstand repeated washing wi Steam or moisture does not affe the woodwork of bedrooms, w kitchens, pantries, or any interio use in hotels, restaurants, dairi stores. One gallon will cover ab

Apply same as house paint. and brush out well.

No. 3

1-quart can.....(Shipping
½-gallon can.....(Shipping
1-gallon can.....(Shipping

Undercoat for S

No

Dries quickly and saves one coat of enamel. One gallon

1-quart can.....(Shipping
½-gallon can.....(Shipping
1-gallon can.....(Shipping

Wire Screen Enamel.

Green or Black Wire Screen Enamel. Ready for use and easily applied; does not clog meshes of screens. Only one coat necessary to give to old rusty screens a rich, brilliant and lasting finish. One pint will cover four to six average size window screens. Apply with a varnish brush, 1 or 1½ inches wide. Be sure to mention color and catalog number.

No. 30B2175 Green.
No. 30B2176 Black.

½-pint can	(Shpg. wt., 1⅛ lbs.)	$0.18
1-pint can	(Shpg. wt., 2¼ lbs.)	.28
1-quart can	(Shpg. wt., 2⅝ lbs.)	.52
1-gallon can	(Shpg. wt., 12 lbs.)	1.64

Seroco Stovepipe Enamel.

A splendid enamel for covering stovepipes, smokestacks, iron fences, garden tools, boilers, furnaces, steam pipes, radiators, coal hods, etc. Will not peel or burn off like some enamels and produces a jet black finish. Dries in four to six hours. Put up in neat lithographed friction top cans. Apply with a 1 or 1½-inch flat varnish brush (see No. 30B3035 shown on this page). Unmailable.

No. 30B2182

½-pint can	(Shipping weight, 1⅛ lbs.)	14c
1-pint can	(Shipping weight, 2¼ lbs.)	23c
1-quart can	(Shipping weight, 2⅝ lbs.)	40c

AUTIFIERS

E ENAMEL

ely will not turn yellow. It is easy rdinary paint. It is not tough or rks. It flows as smooth as paint, rson can produce with this mate- work and plastered walls. It will hout destroying the high gloss. it. Recommended for enameling dwork and walls of bathrooms, woodwork; also recommended for s, creameries, meat markets and ut 200 square feet, two coats. se a 3 or 4-inch flat paint brush

B2165
eight, 4½ pounds).....$0.88
eight, 10 pounds)..... 1.68
eight, 15½ pounds)..... 3.25

owhite Enamel.
30B2654
ll cover about 250 square feet, two coats.
eight, 5½ pounds).....$0.58
eight, 11 pounds)..... 1.05
eight, 18 pounds)..... 1.95

Vernis Martin Finish.

This Vernis Martin Bronzing Outfit will produce the popular Vernis Martin finish on furniture, iron beds, etc., and the work is so simple that anyone can produce this remarkably beautiful and durable finish. The outfit consists of one 1-ounce bottle of Vernis Martin Bronze, one ¼-pint can of Special Mixing Liquid, one ¼-pint can of Vernis Martin Lacquer, two brushes and complete instructions, all enclosed in a slide box. Enough to finish one ordinary bed. Shipping wt., 2⅜ lbs.

No. 30B2128 Price for complete outfit 58c

Bronze Powder.

Gold Bronze Powder. A good quality for general use. Light or pale gold; medium or rich gold; Roman gold. When ordering be sure to mention shade desired. Use in the proportion of 6 ounces of bronze to one pint of banana liquid.

No. 30B2190
2-ounce package ..(Shipping weight, 3 oz.)....38c

Silver Color Powder.

Aluminum or Silver Color Powder. Fine quality for general use. Nothing better of its kind on the market. Used in the proportion of 4 ounces of powder to 1 pint of banana liquid. Shipping wt., 3 ounces.

No. 30B2194
2-ounce package.....35c

Banana Liquid for Mixing Gold, Aluminum and Other Bronzes.

Banana Liquid for mixing with bronze powders. Weatherproof and durable. Not mailable.

No. 30B2166
½-pint can.....(Shipping wt., 14 oz.).....36c
1-pint can.....(Shipping wt., 1⅝ lbs.).....57c
1-quart can.. ..(Shipping wt., 2½ lbs.).....96c

Seroco Gold Bronze Enamel.

One of the best Gold Enamels on the market. Dries with a bright smooth finish almost like gold leaf. If you do not find this the best gold enamel you have ever used, also that it is brighter and will cover more surface than any other, write to us and we will promptly return your money. For picture frames, lamps, chandeliers, statuary, bird cages, hinges, baby carriages, iron beds, chairs, baskets, wickerware, toys, curtain poles, room molding, bric-a-brac, etc. Unmailable.

No. 30B2147
⅛-pint can.....(Shipping weight, 14 oz.).....27c
¼-pint can.....(Shipping weight, 1¼ lbs.).....38c
½-pint can.....(Shipping weight, 1⅝ lbs.).....60c

Aluminum Enamel or Silver Paint.

The dry powder and liquid come separately in a neat compact can and must be mixed when ready to use. It produces a rich aluminum or silverlike finish on picture frames, room molding, chairs, iron beds, tables, baskets, bicycles, statues, sewing machines, curtain poles and trimmings, baby carriages, trays, mail boxes, umbrella holders, chandeliers and gas fixtures, kitchen and bathroom fixtures, iron fences, water and gas pipes. Apply with a flat lacquering brush, No. 30B3011, ⅝ inch or ¾ inch wide. Unmailable.

No. 30B2145
⅛-pint can.....(Shipping wt., 14 oz.).....24c
¼-pint can.....(Shipping wt., 1¼ lbs.).....35c
½-pint can.....(Shipping wt., 1⅝ lbs.).....51c
1-pint can.....(Shipping wt., 2⅝ lbs.).....85c

Bathtub Enamel.

White Bathtub Enamel, Liquid Porcelain. Waterproof and durable. Will resist hot water. Even a common iron tub coated with this preparation will have a beautiful appearance. Apply with a good varnish brush. Shipping weight, ½-pint can, 1⅛ pounds; 1-pint can, 2¼ pounds. Unmailable.

No. 30B2170
Per can, about ½ pint 30c
Per can, about 1 pint 52c

Seroco Decorative Enamel.

For all decorative work; is ready mixed, can be applied on anything and everything, any kind of furniture, iron beds, shelves, wickerwork, baby carriages, clocks, etc. One ½-pint can is sufficient for an ordinary iron bed. Apply with varnish brush 1 or 1½ inches in width. No. 30B3035, shown on the opposite page, will do good work. For painting very small articles use a sash brush, No. 30B3072 or No. 30B3073. Be sure to order according to catalog number which designates color wanted.

No. 30B2129 Ivory.
No. 30B2130 White.
No. 30B2131 Pink.
No. 30B2132 Light Blue.
No. 30B2133 Light Green.
No. 30B2135 Light Gray.
No. 30B2137 Brown.
No. 30B2139 Dark Green.
No. 30B2140 Gloss Black.
No. 30B2144 Sea Green.

Per can, abt. ½ pint. (Shpg. wt., 1¼ lbs.; unmailable).26c
Per can, abt. 1 pint. (Shpg. wt., 2 lbs.; unmailable).40c

Gold Radiator Enamel.

Gold Radiator Enamel for radiators or other steam or hot water heated surfaces. It dries very hard with a smooth finish and will not discolor. The powder and liquid come separately in a neat compact can and must be mixed when ready for use. A satisfactory ready mixed gold enamel cannot be made. ½ pint will cover a radiator of 12 columns 36 inches high. Unmailable.

No. 30B2123
½-pt. can. (Shpg. wt., 1⅝ lbs.).$0.59
1-pt. can. (Shpg. wt., 2⅜ lbs.). .98
1-qt. can. (Shpg. wt., 2⅞ lbs.). 1.74

Aluminum Radiator Enamel.

Aluminum Enamel or Silver Paint for radiators or other steam or hot water heated surfaces. Especially prepared for stoves, boilers, engines, motors, mantels, furnace fronts, interior of ovens, stovepipes or any metal surface likely to be subjected to intense heat. The brightest silverlike finish may be obtained with this material. The powder and liquid come separately in a neat compact can and must be mixed when ready to use. Ready mixed aluminum enamel dries out dull and sandy, while this, our Seroco Aluminum Enamel, dries with a finish almost like nickel plate. ½ pint will cover a radiator of 20 columns 36 inches high. Unmailable.

No. 30B2122
⅛-pt. can. (Shpg. wt., 14 oz.).$0.26
¼-pt. can. (Shpg. wt., 1¼ lbs.). .35
½-pt. can. (Shpg. wt., 1¾ lbs.). .51
1-pt. can. (Shpg. wt., 2½ lbs.). .84
1-qt. can. (Shpg. wt., 3¾ lbs.). 1.48

HOUSEHOLD OIL

The Lubricating Oil for the Home.

For lubricating anything about the house that requires lubrication; sewing machines, lawn mowers, washing machines, wringers, carpet sweepers, scales, baby carriages, grindstones, churns, etc. Put up in neat lithographed cans with oiler spout, containing about three times as much oil as is ordinarily sold for 15 cents.

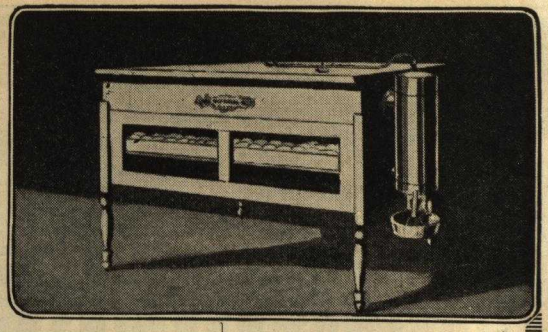
Only 15c for a Large Can.

No home should be without a can of Seroco Household Oil. High quality, guaranteed not to gum. Shipping wt., 1⅛ lbs.

No. 30B3394
½-pint can..... **15c**

KEROSENE

HIGHEST GRADE FOR INCUBATORS



Steel Barrel Pump.

A handy pump for pumping lubricating oils, kerosene, gasoline and other oils from steel barrels. It is screwed into the large opening of the steel barrel, making it air-tight. No more leaky faucets. This pump will pay for itself in a short time. A steel barrel equipped with one of these pumps may be hauled over rough roads without any danger of injury to the pump, as it is made of strong iron pipe with heavy steel cylinder. Adjustable to fit any height of barrel.

Hose No. 30B2385 shown on this page can be used with this pump.

No. 30B3307 Pump with combination plug. Will fit both 1¾-inch and 2¼-inch openings in barrel. Shipping weight, about 7½ pounds. Price..... **$3.30**

Combination Pump.

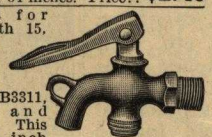
Diameter, 1⅜ Inches.

This Combination Pump is a great improvement over the old style in that it can be used equally as well for oil or kerosene. The detachable spout can be unscrewed, so there is no danger of the top blowing off from the pressure when transferring heavy oils. All our 60-gallon kerosene tanks are now fitted with this pump and it can be used with any ordinary tank also. The larger mouth enables you to pump the oil out faster and easier, while the smaller cap can be screwed on when used for pumping kerosene. Shipping weight, each, about 9 lbs.

No. 30B3297 Pump for 30-gallon tank. Length of suction pipe, 20 inches. Price.. **$1.95**

No. 30B3299 Pump for 60-gallon tank. Length of suction pipe, 27½ in. Price.... **$2.15**

No. 30B3302 Pump for 110-gallon tank. Length of suction pipe, 34 inches. Price.. **$2.40**



Faucet for use with 15, 30 and 50-gal. steel barrels Nos. 30B3311, 30B3313 and 30B3315. This is a ½-inch brass lock faucet which will fit any of the above barrels.

No. 30B3275 ½-Inch Brass Lock Faucet to fit barrels Nos. 30B3311, 30B3313 and 30B3315. Shpg. wt., about 1 lb. Price.. **69c**

NOTICE—Although Illinois holds a rigid inspection of all kerosene shipped out of the state, many other states require an inspection by their own officials and make a nominal charge for this of from 10 cents to 40 cents per barrel, depending on the state. This fee is paid by the customer.

High Grade Incubator Oil in Wood Barrels

Our High Grade Incubator Oil (Kerosene) is a pure water white liquid refined from high grade oil produced in Pennsylvania, absolutely free from impurities. It will not incrust the asbestos ring in an oil stove nor spoil the lamp and incubator wicks. Operators of incubators realize that without an even temperature it would be impossible to secure a successful hatch, and an even temperature cannot be obtained with the majority of oils offered on the market. Our incubator oil burns with a steady white flame and you do not have to trim the wicks as often as when using ordinary kerosene. For oil stoves this oil will produce the maximum amount of heat and the rooms will be free from that disagreeable odor so common when using a cheap oil. When used in house lamps it will give a bright even light with very little wick and soot trouble. Once a week is often enough to clean lamp chimneys when using this oil, and the wicks need very little attention.

No. 30B3300 50-gallon wood barrel. Shipping weight, 430 pounds. Shipped from factory in NORTHEASTERN ILLINOIS. Price, per gallon..... **19c**

High Grade Incubator Oil in Steel Barrels

Storing oil in wooden barrels is generally costly on account of leakage. You can avoid all this by ordering oil in these steel barrels. The staves in a wooden barrel often contract and this loosens the seams, wasting the oil and causing the ends and sides of the barrel to become oily and dirty.

Steel barrels are always clean, safe and ready for use. We ship a brass lock faucet attached to each barrel, and a few minutes' work will make the barrel one of the handiest steel oil tanks that money can buy. On one end of the barrel a large plug is inserted. Unscrew this plug, detach the faucet, which is secured on the inside end of the plug and screw the plug back in its original place. Then unscrew the small plug which you will find at the side of the barrel and attach the faucet. Set the barrel on its end on some slight elevation and you have a steel oil tank from which the oil can be taken without dirt, trouble or waste. When the barrel is empty it is not useless like the ordinary wooden barrel, for it can be used for many purposes. After the kerosene is all used, clean the barrel with gasoline and set it high up in your loft or attic. Fill it with water, attach a pipe or hose to the tank and you have an ever ready fire extinguisher with only a few minutes' labor. It can be set on wheels and used as a water cart.

No. 30B3303 Kerosene in Steel Barrels.

15 Gallons High Grade Incubator Oil (Kerosene) in 15-gallon steel barrel. Shipping weight, 125 pounds. Price..... **$ 5.51**

30 Gallons High Grade Incubator Oil (Kerosene) in 30-gallon steel barrel. Shipping weight, 250 pounds. Price..... **8.48**

50 Gallons High Grade Incubator Oil (Kerosene) in 50-gallon steel barrel. Shipping weight, 420 pounds. Price..... **12.96**

30 and 50-gallon barrels are shipped from factory in NORTHEASTERN ILLINOIS.

Empty Steel Barrels Without Faucet

50-GALLON

Made of 18-Gauge Steel.

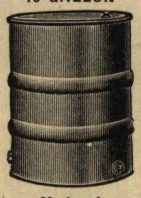
These barrels are furnished without a faucet because many of our customers prefer to use a pump. The faucets which are usually furnished with steel barrels are too small to be of any service. So rather than include a cheap, worthless faucet, we are quoting the barrels, pumps and faucets separately, so that should you prefer a faucet to a pump we are prepared to serve you.

If faucet is wanted, order No. 30B3275.

30-GALLON

Made of 19-Gauge Steel.

15-GALLON



Made of 19-Gauge Steel.

Some states have laws making it a misdemeanor with a severe penalty to store or ship gasoline in anything but a red container. It is also unlawful in such states to ship or store any other liquid than gasoline in a red container. We have therefore arranged to supply you with either a red or black barrel to suit your requirements. In ordering state which you wish. If no color is stated, black will be furnished.

Empty Steel Barrel No.	Capacity, Gallons	Diameter, Inches	Height, Inches	Size of Opening for Pump	Shipping Wt., Lbs.	Price, Empty
30B3311	15	16	20	1¾ inches	20	$3.45
30B3313	30	19	28	1¾ inches	30	4.50
30B3315	50	23	32	1¾ inches	50	6.50

Hose for Use in Transferring Oils.

It oftentimes happens that much time and many steps can be saved by using a hose to transfer oil instead of using a bucket. Especially where the supply tank can be drawn close to the engine is the use of a hose desirable. This is a heavy non-collapsible hose sold by the foot. A hose clamp is furnished with each length of hose. The inside size opening of the hose is ¾ inch, outside size opening 1¼ in. This hose can be used with pump No. 30B3307. We do not cut less than 5-foot lengths.

No. 30B2385 Hose for transferring oils. Shpg. wt., per foot, 12 oz. Price, per foot.. **21c**

Kerosene Tanks.

For Kerosene or Lubricating Oils.

Our Kerosene Tanks are made of guaranteed quality 26-gauge galvanized iron in body and bottom; wood bottom under metal, tin hood, and fitted with our new combination pump which can be taken out of tank and used for pumping kerosene from barrel into tank. All tanks are neatly painted and securely crated. The prices below do not include kerosene. We cannot ship kerosene in these tanks as the railroad companies will not accept them filled.

No. 30B3290 Capacity, 30 gallons; diameter, 23 inches; height, 27 inches. Shpg. wt., 35 lbs. Price..... **$6.10**

No. 30B3291 Capacity, 60 gallons; diameter, 26 inches; height, 32 inches. Shpg. wt., 50 lbs. Price..... **$7.25**

No. 30B3292 Capacity, 110 gallons; diameter, 31 inches; height, 37 inches. Shpg. wt., 65 lbs. Price..... **$10.50**

Tanks With Brass Faucets

Galvanized Iron Tanks Painted Red for Gasoline Storage.

ILLUSTRATION OF BRASS LOCK FAUCET FURNISHED WITH EACH TANK.

The 200 and 300-gallon tanks are shipped from factory in NORTHEASTERN ILLINOIS.

The 30, 60 and 110-gallon tanks are made of 26-gauge galvanized iron in body and bottom. The 200 and 300-gallon tanks are made of 22-gauge galvanized iron. Wood bottom under metal; have 4-inch screw top and lock faucet. May be used for gasoline or oil. A couple of these tanks for your gasoline will prevent a lot of waste. We cannot ship gasoline in these tanks, as the railroad companies will not accept them filled. We do not guarantee these tanks against rough usage. If a tank is wanted in which to carry oil, one which must be hauled around in a wagon, we recommend the barrels shown above.

Catalog No.	Capacity, Gallons	Diameter, Inches	Height, Inches	Brass Lock Faucet	Shipping Weight, Pounds	Price
30B3294	30	20	25	½ inch	30	$ 5.40
30B3295	60	26	29	½ inch	50	6.60
30B3296	110	31	37	½ inch	70	9.90
30B3286	200	41	37	¾ inch	160	21.40
30B3288	300	50	37	¾ inch	195	25.15

Metal Polish

Nickel Polish.

This Nickel Polish is made especially for nickel parts of automobiles and bathroom fixtures and may be used for polishing any plated metals of nickel, silver or gold. It polishes quickly and produces a luster that lasts. We guarantee that it will not cut away the plating of the most highly polished surface. Simple to use. Full directions on each can.

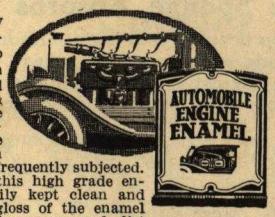
Brass Polish.

A polish designed for nickel will not work as quickly on brass, while a polish designed for brass may cut away the nickel plating. These polishes should be used only on the surfaces for which they are recommended. To remove all tarnish, finger marks, etc., and to produce a highly lustrous finish on brass and steel, this Brass Polish is especially recommended.

No. 30B3453 Nickel Polish.
No. 30B3458 Brass Polish.

1-pint can	(Shipping wt., 2 lbs.)	20c
1-quart can	(Shipping wt., 2¾ lbs.)	34c
1-gallon can	(Shipping wt., 10¾ lbs.)	90c

Engine and Radiator Enamel



The engines of many automobiles are not painted when they are put into the car and the rough unpainted surface is hard to keep clean and soon rusts. This Automobile Engine Enamel is prepared to withstand the enormous heat to which an automobile engine is frequently subjected. Paint your engine with this high grade enamel and it can be easily kept clean and will not rust, the high gloss of the enamel leaving no surface for the grease and dirt to accumulate. Will not blister, peel or rub off. Can be furnished in two colors, gray or black. One pint should be enough to cover the average size engine one coat. Apply with a 1½ or 2-inch varnish brush, Nos. 30B3035 or 30B3037, shown on page 18.

No. 30B3416 Black Automobile Engine Enamel.
No. 30B3417 Gray Automobile Engine Enamel.

½-pint can	(Shpg. wt., 1¼ lbs.)	17c
1-pint can	(Shpg. wt., 2¼ lbs.)	30c
1-quart can	(Shpg. wt., 4⅛ lbs.)	56c

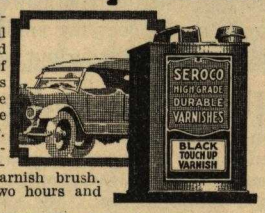
Lamp and Fender Lacquer

Seroco Is Our Own Trade Mark, Registered in U. S. Patent Office. An ideal preparation for refinishing auto hoods and fenders and for painting brass lamps. A high quality finish, tough and durable, will stand hard wear and weather. If the finish on fender or radiator hood of your machine is dull and marred, one coat of Seroco Lacquer will give it a new appearance. Furnished in black only. Unmailable.

No. 30B2185 Black. High gloss.
No. 30B2186 Black. Dull finish.

½-pint can	(Shipping wt., 1¼ lbs.)	$0.17
1-pint can	(Shipping wt., 2¼ lbs.)	.30
1-quart can	(Shipping wt., 2¾ lbs.)	.56
½-gallon can	(Shipping wt., 7¼ lbs.)	1.03

Black Touch-Up Varnish



Especially recommended for touching up all scratches, marks and bruises on the body of your automobile, thus covering up the defective spots and improving the appearance of your car. Will produce a high quality finish, tough and durable. Apply with a varnish brush. Will dry dust free in two hours and harden in six hours.

No. 30B1850 Black Touch-Up Varnish.

1-pint can	(Shipping wt., 2½ lbs.)	45c
1-quart can	(Shipping wt., 4 lbs.)	75c

Denatured Alcohol

Used for making non-freezing solutions for automobile radiators. For use in alcohol lamps, alcohol stoves and other utensils that are made for burning alcohol. This alcohol has been denatured in accordance with the law. It is not to be used for medicinal purposes; it can be used only as a solvent or for heating or lighting purposes. Used extensively for cutting shellacs.

No. 30B2766

1 gallon	(Shipping wt., 10½ lbs.)	$1.46
5 gallons	(Shipping wt., 48 lbs.) Per gal.	1.43

Seroco Dressing for Mohair Tops

This dressing is designed especially for use on mohair tops. It will dry over night ready for use and will not collect dust. Leaves cloth soft and pliable. Examine the structure of a mohair top and you will find the mohair has a drill backing held to it with cement. This cement loses its adhesive qualities through age, thus causing the mohair to readily wear out. This special Seroco Mohair Top Dressing revives the adhesive qualities of the cement as well as waterproofing the mohair and making the old top look like new. About 1 pint is needed for a runabout, and 1 quart for a touring car.

No. 30B3421 Black only.

1-pint can	(Shipping wt., 2 lbs.)	35c
1-quart can	(Shipping wt., 3 lbs.)	65c

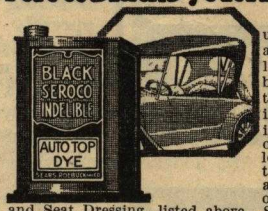
Waterproof Auto Top and Seat Dressing

For waterproofing leather and imitation leather automobile tops and seats. May also be used for leather guards. Will dry in one hour and positively will not crack or peel. The most delicate fabric will not be affected by coming in contact with the material after it has dried, which fact makes this dressing fine for use on automobile seats, backs and even the finest leather furniture. One pint is enough for an ordinary auto top. Use brush No. 30B3029 shown on page 18. Unmailable.

No. 30B3420

1-pint can	(Shipping wt., 2 lbs.)	39c
1-quart can	(Shipping wt., 3 lbs.)	69c

Seroco Black Dye for Auto Tops



Apply this dye to the under lining of auto tops and it will make them look like new. It is an indelible black waterproof liquid that is prepared for dyeing faded top linings, and is not intended to be used on leather or imitation leather. For leather or imitation leather auto tops and seats we recommend our Waterproof Auto Top and Seat Dressing, listed above. Shipping weight, 3 pounds.

No. 30B3418

1-quart can		67c

Separator Oil.

Cream Separator Oil for Hand Power Machines.

For shipping weights see page 27.

A fine white oil which will not gum and contains more lubricating matter than the majority of separator oils on the market. Recommended for use in machines that are kept in moderately warm rooms where the temperature does not drop below 40 degrees. Keep your cream separator in a warm room and use this oil. It will save the bearings of your machine and reduce your repair bills.

No. 30B3354

50-gal. wood barrel.	Per gal.	24c
50-gal. steel barrel.	Per gal.	33c
30-gal. wood barrel.	Per gal.	26c
30-gal. steel barrel.	Per gal.	36c
15-gal. steel barrel.	Per gal.	46c
10-gallon can.	Per gallon	33c
5-gallon can.	Per gallon	37c
1-gallon can		39c
1-quart can		18c

Separator Oil.

For Hand Power Machines That Are Kept in Unheated Rooms.

For shipping weights see page 27.

This oil is especially made for use in machines that are operated in unheated rooms at a temperature below 40 degrees Fahrenheit. It is a very light bodied oil and, since it carries very little lubricating matter, it should only be used for the purpose for which it is intended. Manufacturers of cream separators usually send this grade of oil with new cream separators. We recommend that the cream separator be kept in a warm room so that our best grade separator oil (No. 30B3354) may be used. It will save the bearings of the machine and reduce your repair bills.

No. 30B3355

50-gallon wood barrel.	Per gallon	23c
50-gallon steel barrel.	Per gallon	32c
30-gallon wood barrel.	Per gallon	25c
30-gallon steel barrel.	Per gallon	35c
15-gallon steel barrel.	Per gallon	45c
10-gallon can.	Per gallon	32c
5-gallon can.	Per gallon	36c
1-gallon can		38c
1-quart can		17c

Seroco Cup Grease.

Seroco Cup Grease for automobiles, stationary and marine gasoline engines. Compounded from pure acidless fats and oils, made especially for cups on gasoline engines of every type. Recommended wherever a high grade solidified oil or grease is required.

No. 30B3454

		Per Lb.
1-pound can	(Shipping wt., 2 lbs.)	17c
5-pound can	(Shipping wt., 8½ lbs.)	13c
10-pound can	(Shipping wt., 13 lbs.)	12c

Harvester Oil

Our Harvester Oil is one of the best lubricants for farm machinery to be found on the market. The economy of using only the highest grade of oil, and plenty of it, may well be emphasized. If you wish to save on the amount of horsepower required to accomplish your work; if you are anxious to reduce the annoyance and expense of repairs to a minimum; if you are concerned in adding years of service to the life of your machinery, you should by all means adopt as a policy the generous use of the very best harvester oil. This Harvester Oil is wine color and will run in cold weather. For weights see page 27.

No. 30B3378

50-gallon wood barrel.	Per gallon	40c
50-gallon steel barrel.	Per gallon	49c
30-gallon wood barrel.	Per gallon	42c
30-gallon steel barrel.	Per gallon	52c
15-gallon steel barrel.	Per gallon	62c
10-gallon can.	Per gallon	49c
5-gallon can.	Per gallon	53c
1-gallon can		55c

Auto Transmission Oil.

Recommended by automobile manufacturers. Many autoists consider it superior to transmission grease because of its excellent lubricating qualities. It has an extra heavy body and is similar to steam cylinder oil, but is especially treated for use in automobile transmission and differential gears. For weights see page 27.

No. 30B3335 Auto Transmission Oil.

50-gallon wood barrel.	Per gallon	20c
50-gallon steel barrel.	Per gallon	29c
30-gallon wood barrel.	Per gallon	22c
30-gallon steel barrel.	Per gallon	32c
15-gallon steel barrel.	Per gallon	42c
10-gallon can.	Per gallon	29c
5-gallon can.	Per gallon	33c
1-gallon can		35c

Gas Engine Oil

Special Compounded Cylinder Oil for Gas and Gasoline Engines. Also used extensively for tractor engines. Red in color. This is strictly high grade oil and guaranteed. Do not experiment with cheap oils and ruin the cylinder of your engine. For weights see page 27.

No. 30B3342

50-gal. wood bbl.	Per gal.	33c
50-gal. steel bbl.	Per gal.	42c
30-gal. wood bbl.	Per gal.	35c
30-gal. steel bbl.	Per gal.	45c
15-gal. steel bbl.	Per gal.	55c
10-gallon can.	Per gal.	42c
5-gallon can.	Per gal.	46c
1-gallon can		48c

Sponge or Fiber Transmission Grease.

This grease is of a spongy nature, making it adhere perfectly to the gears. It will not work out of the transmission or differential gear cases. Nearly all automobile manufacturers recommend the use of fiber transmission grease, and there are grease manufacturers and dealers who are selling at very much higher prices the very same kind of grease that we are offering. We guarantee our grease to be equal to or better than any similar grease sold by others, regardless of the price asked.

No. 30B3463

		Per Lb.
5-pound pail	(Shipping weight, 7 lbs.)	15c
10-pound pail	(Shipping weight, 13 lbs.)	14c
25-pound pail	(Shipping weight, 32 lbs.)	13c

Transmission Grease.

For use in transmissions of automobiles; also used for lubricating differential gears. This is the kind or grade of grease that is generally used by garage and repair men. We are selling this grease for about one-half what is usually charged for a similar grade.

No. 30B3456

		Per Lb.
5-pound pail	(Shipping weight, 7 lbs.)	13c
10-pound pail	(Shipping weight, 13 lbs.)	12c
25-pound pail	(Shipping weight, 32 lbs.)	11c

Cross Country Automobile Oil

Cross Country Is Our Own Trade Mark, Registered in U. S. Patent Office.

Ask Yourself These Questions:

How much of the available power of my engine is delivered to the driving shaft?
How much power does my engine produce which does nothing but overcome friction?
Isn't this friction wearing out my engine?

Friction Absorbs Power Like a Sponge Absorbs Water!

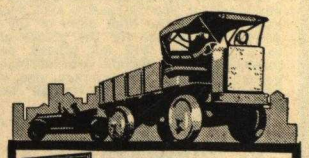
Friction wears out your engine and will make a scrap heap of your auto. Reduce friction and make this wasted power help propel your machine. Thousands of automobilists have proved to their own satisfaction that Cross Country Automobile Oil is the correct lubricant for their engines. It reduces friction to a minimum and thus saves their engines from wear, increasing the pleasure of automobiling by reducing the expense.

You were careful in selecting an automobile to suit your requirements. Be just as careful in selecting an oil for your automobile, for unless you are, the value and pleasure of your car will be speedily reduced.

It is difficult to tell good from bad oil before using it. Mere appearance is no test. An oil should possess a fine, clear, light color, but be sure you know how that color has been secured—whether by acid treating or by filtering.

The safest way to buy automobile oil—the surest way to get perfect satisfaction—is to deal with a reliable, responsible concern. Buying "anywhere"—buying "any kind"—is usually followed by disastrous lubricating inefficiency, friction, wear and tear on parts, wasted power, wasted fuel, wasted money and eventually replacement.

Order a quantity of this high grade automobile oil and try it out. If not perfectly satisfied, return what you have left and get your money back, including freight charges.



Automobilists!

Send for This Oil Book! It's Free!

Your engine needs a certain grade of oil to properly lubricate the cylinders. We have made exhaustive practical tests and have printed in this Oil Book a table showing just what grade of oil is best for you to use.

Send for this Oil Book and learn what efficient lubrication means.

Prices of Cross Country Automobile Oil.

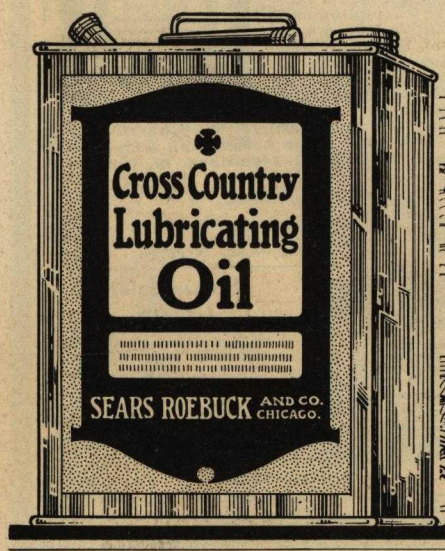
No. 30B4442 Light.
No. 30B4444 Medium.
No. 30B4446 Heavy.
No. 30B4448 Special.

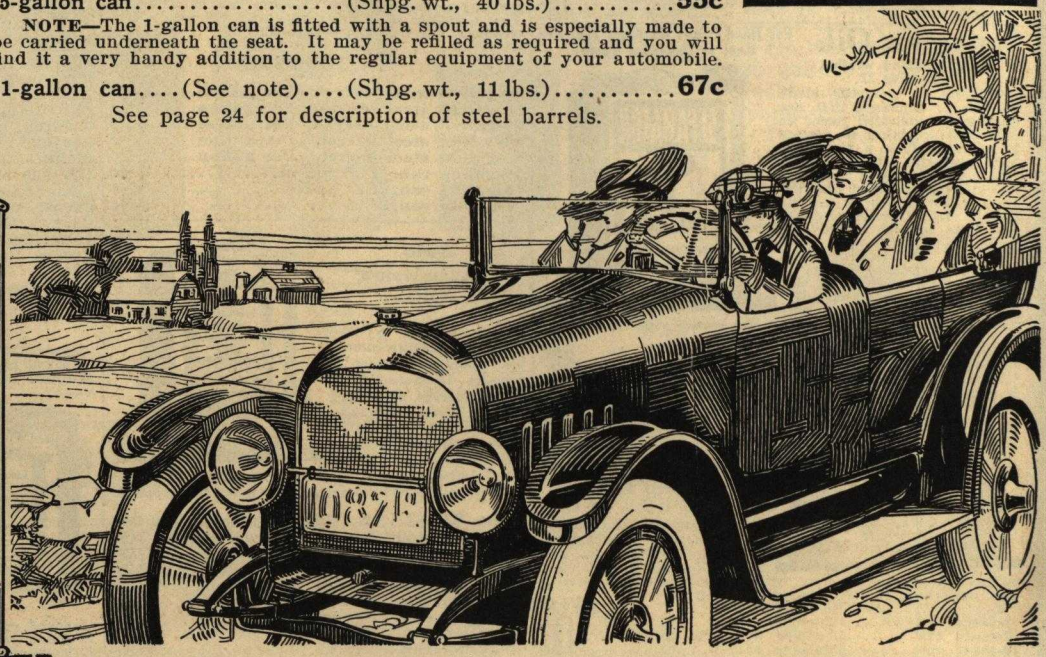
		Per Gallon
50-gallon wood barrel	(Shpg. wt., 430 lbs.)	42c
50-gallon steel barrel	(Shpg. wt., 420 lbs.)	52c
30-gallon wood barrel	(Shpg. wt., 265 lbs.)	45c
30-gallon steel barrel	(Shpg. wt., 250 lbs.)	54c
15-gallon steel barrel	(Shpg. wt., 125 lbs.)	64c
10-gallon can	(Shpg. wt., 80 lbs.)	52c
5-gallon can	(Shpg. wt., 40 lbs.)	55c

NOTE—The 1-gallon can is fitted with a spout and is especially made to be carried underneath the seat. It may be refilled as required and you will find it a very handy addition to the regular equipment of your automobile.

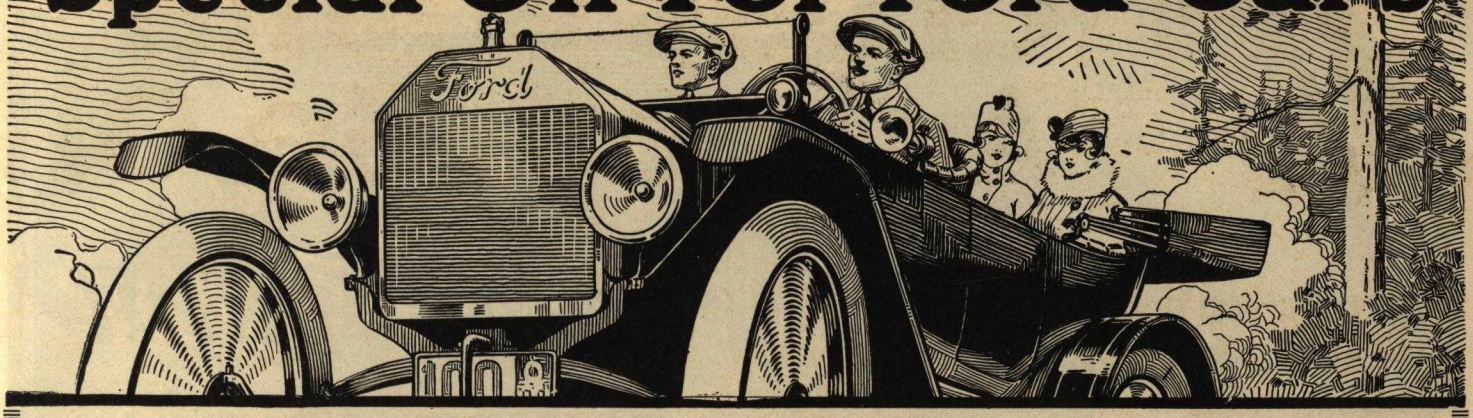
1-gallon can....(See note)	(Shpg. wt., 11 lbs.)	67c

See page 24 for description of steel barrels.



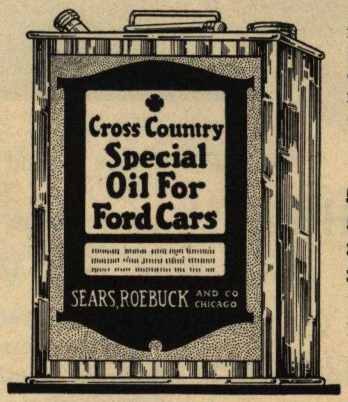


Special Oil For Ford Cars



Special Automobile Oil for Ford Cars

On account of the high speed at which the small but powerful Ford engine runs, it is necessary to use a special oil to lubricate the cylinders and transmission. From numerous tests that have been made, oil manufacturers have decided that an oil of slightly lower viscosity is better for the Ford engine than oils which are commonly recommended for other cars. Many people overoil—a very good practice but for one thing—the oil is liable to work up into the explosion chamber. Using a heavier oil will not prevent this trouble. By using our Special Oil for Ford cars all troubles due to overoiling are eliminated. Whatever oil may happen to work up into the explosion chamber will be immediately burned and blown out of the exhaust, thus preventing carbon trouble instead of depositing carbon on the piston heads, as a heavier oil might do. Buy this Special Oil for Ford cars on our recommendation that it will satisfy you perfectly.



NOTE—The 1-gallon can is fitted with a spout and is especially made to be carried underneath the seat, since it measures only 3 inches wide at the narrow end. It may be refilled as required and you will find it a very handy addition to the regular equipment of your automobile.

No. 30B3343 Special Oil for Ford Cars.

50-gallon wood barrel, per gallon	38c
50-gallon steel barrel, per gallon	47c
30-gallon wood barrel, per gallon	40c
30-gallon steel barrel, per gallon	50c
15-gallon steel barrel, per gallon	59c
10-gallon can, per gallon	46c
5-gallon can, per gallon	49c
1-gallon can	61c

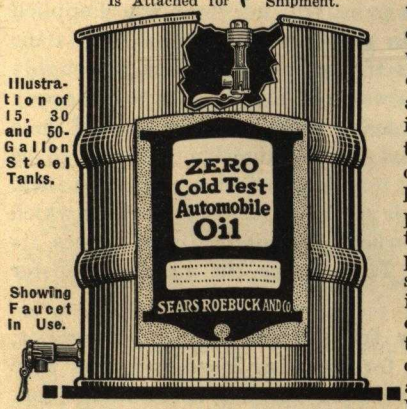
Zero Cold Test Automobile Oil

This Oil Flows Freely in Cold Weather

Enlarged Detail Showing How Faucet Is Attached for Shipment.

Illustration of 15, 30 and 50-Gallon Steel Tanks.

Showing Faucet In Use.



We are listing here a very high grade zero cold test automobile oil which passes every test of viscosity, flash, fire and gravity in comparison with the other cold test automobile oils now on the market. We believe, however, that our price is much lower than you are asked to pay elsewhere for this same grade of oil and if you must have a zero cold test oil we suggest that you order a gallon of this high grade oil and try it out. It is a Western oil of unusual lubricating qualities. There is no need of your paying the price asked by retail dealers. We guarantee to sell you the same oil at a price that will save you money.

If after buying it you find you have not saved money by buying it from us, we will return your money and any transportation charges you paid.

Where a zero cold test is not essential we recommend our Cross-Country Automobile Oil.

No. 30B3344 Zero Cold Test Automobile Oil.

	Per Gallon
50-gallon wood barrel	35c
50-gallon steel barrel	45c
30-gallon wood barrel	38c
30-gallon steel barrel	47c
15-gallon steel barrel	57c
10-gallon can	45c
5-gallon can	48c
1-gallon can	60c

Shipping Weights of Oils:

	Lbs.
50-gallon wood barrel	430
50-gallon steel barrel	420
30-gallon wood barrel	265
30-gallon steel barrel	250
15-gallon steel barrel	125
10-gallon can	80
5-gallon can	40
1-gallon can	11

Cross-Country Motorcycle Cylinder Oil

Cross-Country Is Our Own Trade Mark, Registered in U. S. Patent Office.

A highly viscous lubricating oil of a special high fire test, made especially for motorcycle and other air cooled motors. Your motor will give you the maximum amount of power when using our Motorcycle Oil. We challenge anyone to produce an oil that will give better lubrication and satisfaction in general, no matter what the price. Give our oil a trial and if you do not find it a better oil than you have ever used, write us and we will promptly return the full price paid for the oil.

No. 30B3345

	Per Gallon
50-gallon wood barrel	47c
50-gallon steel barrel	57c
30-gallon wood barrel	49c
30-gallon steel barrel	56c
15-gallon steel barrel	68c
10-gallon can	57c
5-gallon can	59c
1-gallon can	71c

High Quality Transmission Grease

A Question of Quality

Automobile greases can be made from either good or poor quality oils. There is very little difference in appearance after the oil has been converted into grease. There is no way of making an immediate test, and it is only after several months' usage that its poor quality will be shown by the worn gears or bearings. Buy the grease you are sure of—the grease you know is right—the grease backed by a responsible guarantee.

Our transmission greases are among the best on the market today, regardless of price. We handle none but those that will positively give perfect satisfaction. This grease is known the world over as the best quality grease for automobile use. We cannot use the manufacturer's name, because we are selling it at a greatly reduced price; the same grease under its regular brand name is sold at much higher prices per pound. Water will not mix with this grease and it retains the same consistency Summer and Winter. It never hardens or gums. Less power is required to run the gears and there is almost no wear when this grease is used. We consider this the finest grease we could possibly recommend. Guarantee on every pail.

No. 30B3455 Transmission Grease.

		Per Lb.
5-pound pail	(Shipping wt., 7 lbs.)	4c
10-pound pail	(Shipping wt., 13 lbs.)	3c
25-pound pail	(Shipping wt., 32 lbs.)	2c

For our other lines of auto grease and supplies see page 25.

Judge Seroco paint by its service

Seroco Is Our Own Trade Mark, Registered in U. S. Patent Office.

How to Measure Your House for Painting

Suppose your building measures 26 feet wide, 33 feet long and 22 feet high, you would figure it as follows:

Front	26 feet
One side	33 feet
Rear	26 feet
Other side	33 feet
Total	118 feet
Multiply this by height	22 feet
Total	2,596 sq. ft.

Divide this by 250, which represents the approximate number of square feet of surface that 1 gallon of our paint will cover, two coats. You will find this gives about 11 gallons. If the surface is in good condition and has been previously painted, it should not require even that much; but if the surface has never been painted we recommend three coats for a first class job, which will, of course, require more paint. In figuring the amount of trimming required the rule of 1 gallon of trimming to 5 gallons of body is usually followed. If you want to paint a barn or a fence, measure the same way as we have measured this house, and figure the amount of our barn paint accordingly.

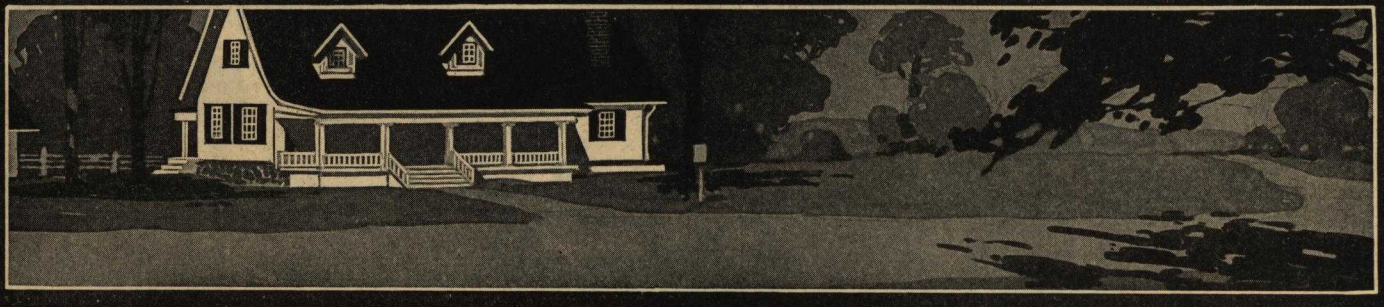
To determine the quantity of roof paint or stain, multiply the length of the house by the width, then add one-third that amount and the total will be the approximate area of the roof. Now divide by the covering capacity per gallon of the paint or stain you wish to use.

When and How to Paint

The Weather. A dry day should be selected for painting, as dampness is bad for fresh paint. Under no condition should painting be attempted when the temperature is below 50 degrees. Good painting cannot be done when the paint chills, as this thickens it and makes the coat heavy and streaked.

The Surface. The surface to be painted must be thoroughly dry and free from all particles of dirt and old paint. This is very important, as paint will not wear when applied on surfaces that are not in good condition. Moisture is the worst enemy of paint and if the surface is not thoroughly dry it will be useless and a waste of time and money to apply a coat of paint to it. In many cases paint is applied on a surface seemingly dry, that on investigation is found to be water soaked and dry only to a depth of about 1/8 of an inch. When the sun shines on this surface a vapor is formed which must find an outlet somewhere and naturally it forces its way through the paint. This causes the paint to blister and then peel.

Use a painter's duster for general dusting, a scraper, putty knife or wire brush for removing loose paint. A wire brush is especially recommended for use in cleaning iron, brick and stone and is a very handy tool in removing rust from all iron work.



Lengthen the life of your house. Keep it painted.

Seroco Is Our Own Trade Mark, Registered in U. S. Patent Office.

Always stir paint thoroughly. When ready to use the paint remove the entire top of the container, otherwise the paint cannot be properly stirred. Naturally, the oil will be found on the top and the pigments on the bottom. Pour off all the oil and stir the pigments thoroughly, gradually adding the oil which you have previously poured off. When this is done the paint is ready for use. Apply with a flat paint or wall brush, about 4 inches in width.

How to Apply Seroco or Policy Brand House Paint

First Coat or Priming. The priming coat is very important. Generally too little attention is given to this work. For both new work (a surface that has never been painted) and old painted surfaces use a mixture of 1 pint of boiled linseed oil and 1 pint of pure turpentine to each gallon of Seroco or Policy House Paint. Stir thoroughly, then apply and brush out well. The priming coat should not be too heavy, but plenty should be put on and it should be brushed out well. Herein lies the secret of successful painting.

Second Coat—*Both Policy and Seroco House Paints.* After the priming coat has been put on, putty up all nail heads and cracks. This should be done with a putty knife, as puttying with the fingers does not fill the holes well.

From four to six days should be allowed for the first coat to dry. The paint for the second coat requires no thinning and should be applied as you receive it, that is, in its natural thickness. Occasionally when the bottom of the can or kit is reached the paint is found to be very thick; this is caused by its not being properly stirred at the beginning of the painting. In such cases add sufficient boiled linseed oil to bring it to a consistency so it will again work easily under the brush.

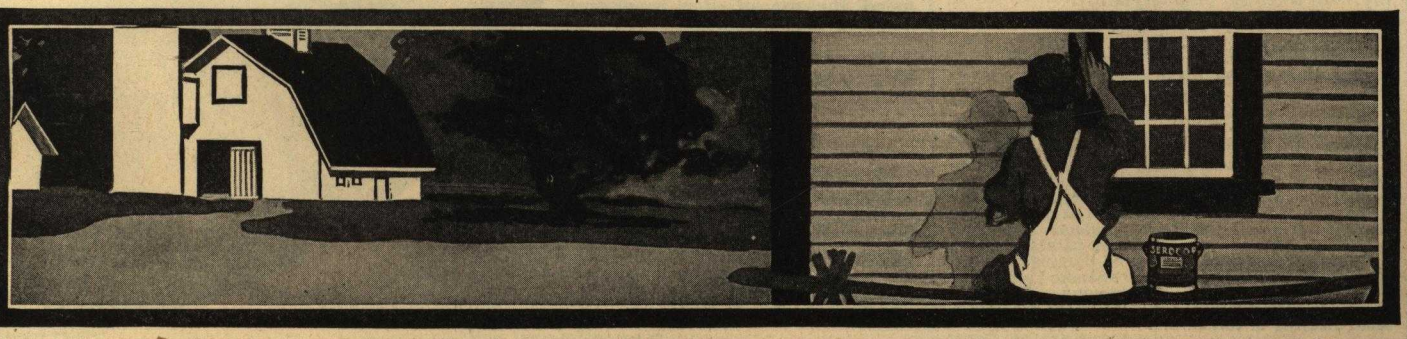
Third Coat. (New Work.) We recommend three coats, including the priming coat, for new work (a surface that has never been painted).

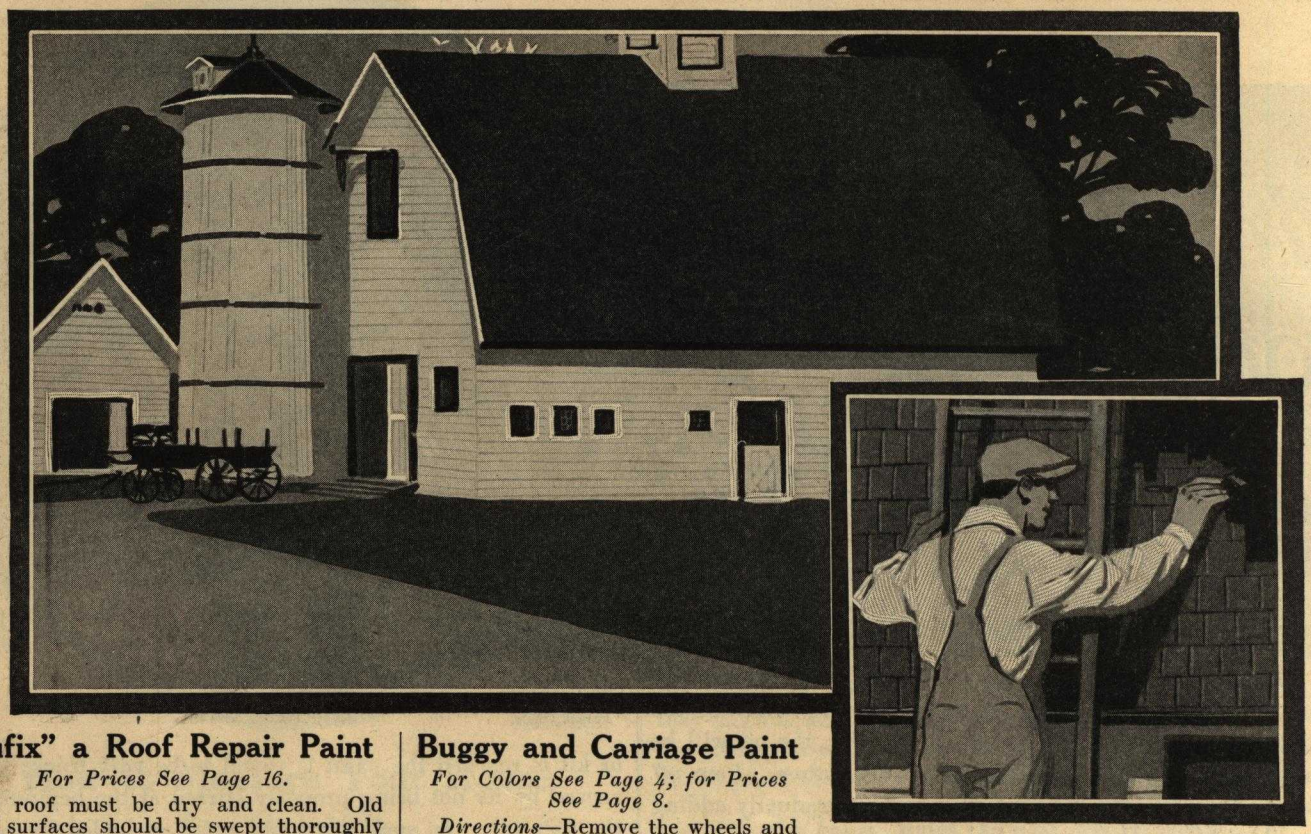
Allow from four to six days, or longer where possible, for the second coat to dry, then apply the third coat of paint just as you receive it.

Use Only Pure Boiled Linseed Oil

Never use raw linseed oil unless you are thoroughly familiar with its handling. Raw linseed oil requires a dryer, while boiled linseed oil will dry without the addition of a dryer. It is an easy matter to add the dryer, but you may use too much, which will result in the paint cracking and then peeling off, and again, if too little is used, the paint may not dry.

Be sure that the oil you are using is pure, as any adulteration may spoil the entire job. It is difficult to detect the adulteration, therefore purchase your oil from a reliable local dealer or send to us for it. We purchase our linseed oil direct from the manufacturers and guarantee it to be free from any adulterants. Prices quoted on request.





"Rufix" a Roof Repair Paint

For Prices See Page 16.

The roof must be dry and clean. Old metal surfaces should be swept thoroughly with a stiff broom to remove all loose scaly paint. Felt, wood or composition roofs should also be thoroughly swept to insure their being free from loose dirt and dust.

Always stir thoroughly before using and apply a heavy coat just as you receive it over all known leaky surfaces. Holes should first be stopped up with Longlife Elastic Compound. After all discoverable leaky spots are thus treated, give the entire roof a good coat of Rufix.

If Rufix becomes too heavy through exposure, it should be thinned to the proper consistency with substitute turpentine.

Longlife Elastic Compound

For Prices See Page 16.

For repairing all kinds of leaks in iron, shingle, composition or felt roofs, chimneys, gutters and porch floors.

With a trowel or putty knife, spread Longlife Elastic Compound ⅛ to ¼ inch thick over the entire leaky portion of the roof. Should it be necessary to patch large holes, apply a coat of the cement around the hole, place a piece of muslin or canvas over the aperture and apply the cement ⅛ inch thick over the cloth. Although we recommend using it only in dry weather, it will prove highly satisfactory if applied on a wet surface in emergency cases. No heating required; simply open the can and apply with a trowel or putty knife.

Concrete or Stucco Paint

For Colors See Page 2; for Prices See Page 6.

The surface to be painted must be absolutely dry and all particles of loose cement and dirt must be removed with a stiff broom or brush.

Apply the first coat evenly, brushing it well into the pores of the cement. Allow seventy-two hours for first coat to dry before applying the second coat.

Concrete or Stucco Paint must *not* be applied over old coatings or paints that show evidence of cracking or peeling. Defective coatings or paints must be entirely removed by scraping or burning them off before recoating with Concrete or Stucco Paint.

This material requires no thinning. Should it become very heavy from exposure to the air, add a small quantity of turpentine.

Buggy and Carriage Paint

For Colors See Page 4; for Prices See Page 8.

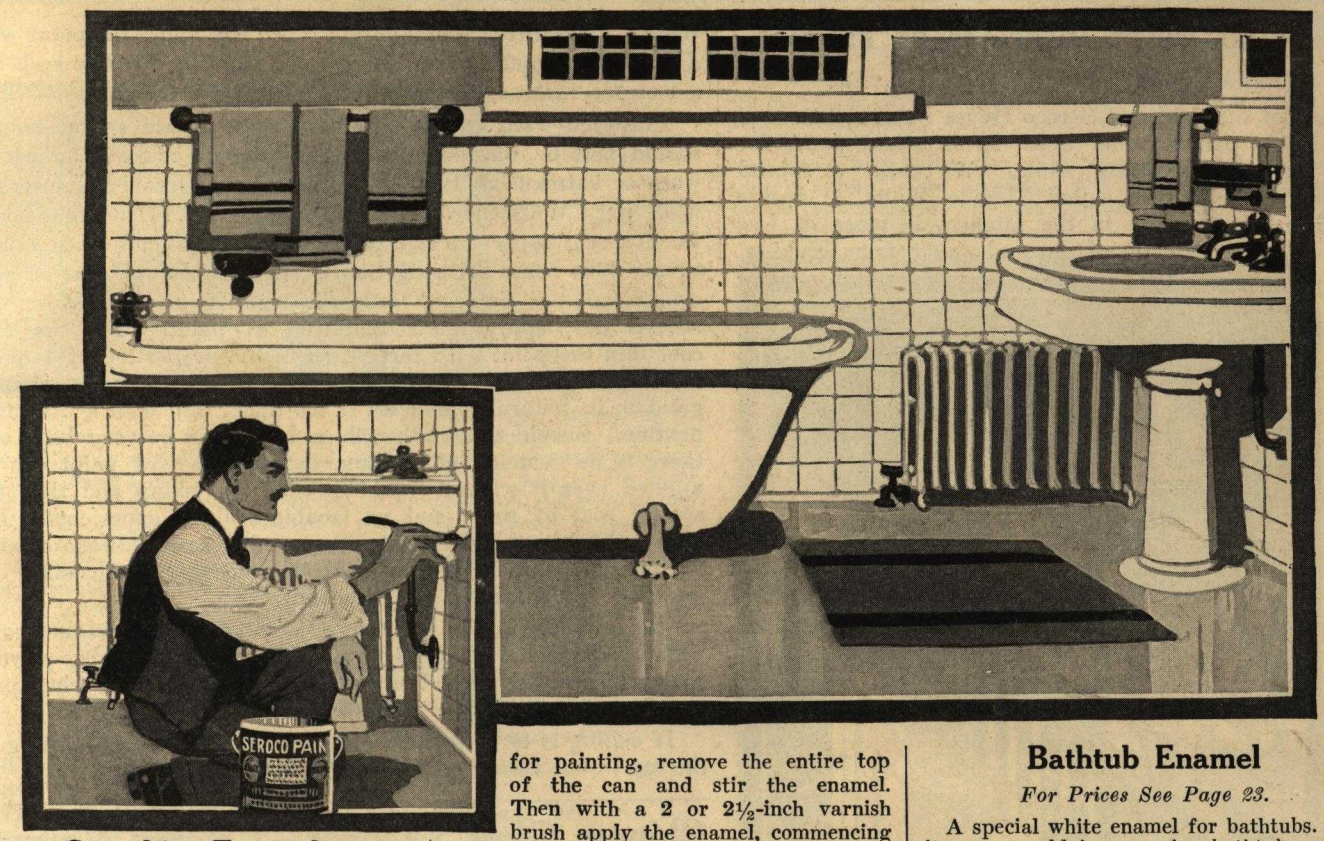
Directions—Remove the wheels and have the vehicle rest on barrels or other supports. Rub the body and running parts with sandpaper or No. 3 steel wool. After rubbing down the body and running parts, replace the wheels and rub them in the same manner. It is not intended to remove the old paint, but simply to take off the gloss. Give the vehicle a general dusting and it is then ready to be painted. If any grease is on the hubs, cleanse with benzine or turpentine; it is advisable to give the hubs a coat of orange shellac, which will prevent any grease which might remain on the hubs from working through. Remove the wheels. Apply an even coat of paint to the body with a bristle or badger hair varnish brush, next paint the running gear, then put on the wheels and give them a coat of paint. It is necessary that this work should be done out of the way of dust. Allow about twenty-four hours for first coat to dry. Should there be any imperfections, such as holes, cracks or dents, cover them up with putty mixed with the paint you are using. Use a putty knife in covering up the imperfections. The putty will dry in twelve hours, after which time sandpaper the putty spots to even them and apply the second coat of paint in the same manner as the first. We recommend the use of steel wool in place of sandpaper.

Wagon and Implement Paint

For Prices See Page 8.

Directions—For one-coat work, sandpaper the parts lightly; after dusting, apply the paint with a 2 or 3-inch varnish brush. Spread on a heavy coat, but do not brush out; the fewer the strokes the better the finish. The paint will dry in less than twenty-four hours, but three days should be allowed for it to thoroughly harden.

For two-coat work apply in same manner as directed for Seroco Buggy and Carriage Paint. On one-coat work the new paint must be of the same color as the old paint on the wagon or implement, otherwise two coats will have to be applied. Thin with turpentine only if too thick. Use No. 2 sandpaper or No. 3 steel wool for rubbing down. Steel wool is highly recommended for such work.



Snowhite Enamel

For Prices See Pages 22 and 23.

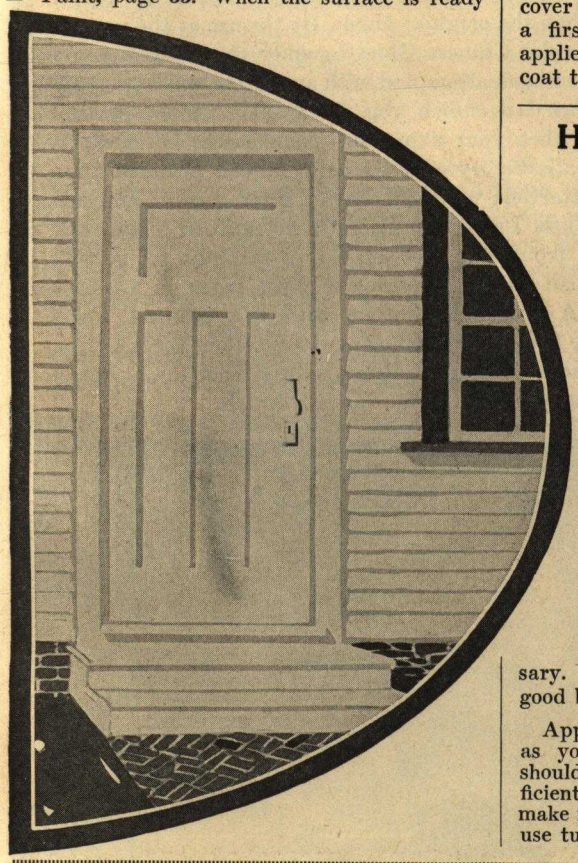
Apply like Seroco House Paint, as directed, brushing out well.

Seroco Gloss Enamel

For Colors See Page 4; for Prices See Page 11.

The woodwork and walls are prepared in the same manner as directed for Flat Finish Paint, page 33. When the surface is ready for painting, remove the entire top of the can and stir the enamel. Then with a 2 or 2½-inch varnish brush apply the enamel, commencing at the top and working downward. Spread on an even coat and not too sparingly; put on plenty of it, but not enough to cause it to run. Do not brush out as you would paint; as few strokes as possible will make a better finish. Should the enamel be very thick, thin with turpentine, but do not add more than is necessary.

One gallon of Seroco Gloss Enamel will cover about 200 square feet, two coats. For a first class finish two coats should be applied. Allow twenty-four hours for first coat to dry before applying the second coat.



Household or Decorative Enamel

For Prices See Page 23.

This enamel, which comes in a variety of colors, is a very fine article and many a piece of old furniture can be made to look like new with two coats of enamel. It can be applied on anything and everything with pleasing results; any kind of furniture, iron beds, shelves, wickerwork, baby carriages, clocks, mantels, toys, etc. One ½-pint can will cover an ordinary iron bed, changing its appearance wonderfully. The article to be painted should be washed free from grease. If applied over a ground of the same color, one coat will be found sufficient, but if applied over another color, two coats will be necessary. Apply with a flat varnish brush. A good brush will do the best work.

Apply an even coat but do not brush out as you would house paint. The enamel should be applied the same as varnish; sufficient should be put on, but not enough to make it run. If necessary to thin the enamel use turpentine only.

Bathtub Enamel

For Prices See Page 23.

A special white enamel for bathtubs. By its use an old iron or zinc bathtub can be made to look like new. The best of care should be taken when preparing the surface, as bathtubs are more or less greasy, and when not thoroughly cleaned the enamel will peel. Give the bathtub a thorough scrubbing to remove all grease, then wash with diluted muriatic acid. If muriatic acid is not readily obtained, give tub another scrubbing with sal soda and water and rinse thoroughly with clear water. When dry, sandpaper the surface lightly, then apply a coat of the enamel with a flat varnish brush, allow about two days for this to dry, then sandpaper again until all gloss has disappeared, when the second or finishing coat can be put on. Allow four days for second coat to dry, when the tub will be ready for use.

Radiator Enamel

For Prices See Page 23.

A hard drying silver or gold enamel which when dry is not affected by heat or water. The appearance of radiators can be wonderfully improved by a coat or two of our Radiator Enamel. Apply with a flat camel hair mottling or color brush. The enamel comes ready to be applied. The radiators should first be cleaned and free from grease; if very rusty use a steel wire brush for removing the rust; this brush will remove rust in an instant. Apply the enamel when the radiator is cold; after three hours, steam or water, as the case may be, can be turned on. The enamel can be used for all heated surfaces, such as boilers, hot water heaters, etc.

Aluminum Enamel and Gold Paint

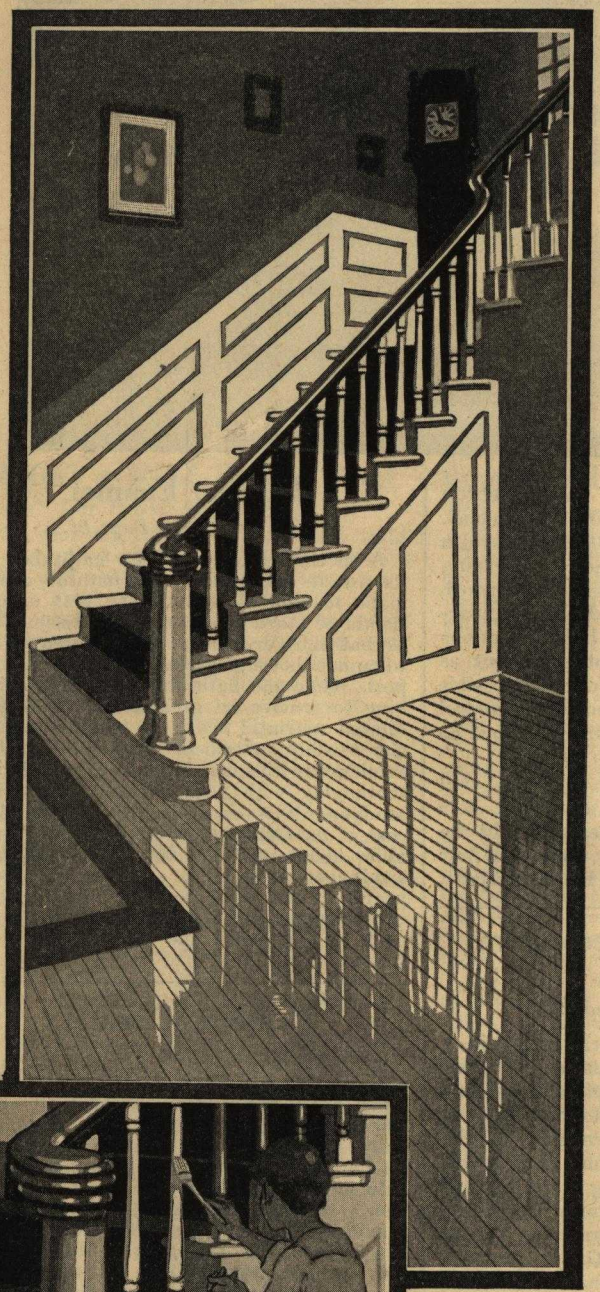
For Prices See Page 23.

As with all painting, the surface must be clean and free from grease. Apply with any flat camel hair brush; stir frequently, as material settles quickly. Will dry in four hours. Apply Gold Paint with a camel hair brush in same manner.

How to Paint Interiors of Houses

Interior Paint for Walls, Woodwork, Etc.

Any of the shades of Seroco House Paint can be used for inside painting and make an excellent paint for this purpose, excepting white. We make a special paint for inside use called "Inside White." Inside woodwork, especially in the kitchen, is more or less greasy, caused by the steam and vapor from cooking.



Wash the woodwork thoroughly. When dry apply the paint with a flat wall or round paint brush. For painting window sash use a 1 or 1½-inch sash brush.

Plastered walls which have been whitewashed or kalsomined should first be washed with warm water to remove the whitewash or kalsomine. In this case use a wall scraper and scrape while wet. When thoroughly dry (allow about twenty-four hours for drying), apply one coat of the paint you intend to use, allow twenty-four hours for paint to dry, then apply one coat of glue sizing (see our Seroco Elastic Sizing on page 21). When the size is dry, apply the second coat of paint. For the first coat thin the paint with turpentine in the proportion of 1 quart turpentine to 1 gallon of paint. For the second coat apply the paint in its natural thickness; if too thick, thin with a little turpentine. Should the whitewash or kalsomine be very hard and there is no evidence of peeling, the first coat of paint can be applied over it without washing, then the sizing and then the second coat of paint and no trouble will be experienced, but should there be the slightest evidence of loose whitewash a satisfactory job cannot be had without removing the coating by washing and scraping, as explained above.

Before applying the first coat of paint, fill all cracks and holes with plaster Paris. This is prepared by mixing the dry powder with water to the consistency of putty. Use at once when prepared, as it will harden in a few moments.

If ceiling is to be painted do this first, then begin painting at the top in one corner of the wall and work downward.

Chinese Gloss Lacquer—Colored Varnish

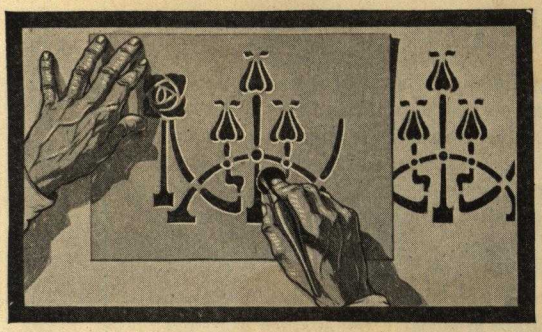
For Colors See Page 4; for Prices See Page 10.

One half pint can will cover any of the following articles: Large table top, ladies' writing desk, large rocker, children's high chair, small parlor table, music cabinet. One pint can will cover any of the following articles: Large table complete, dresser, bookcase, office desk, chiffonier, sideboard, three chairs.

Ground color is used only where you wish to change an article to a lighter color than the original finish. By the use of the ground color and the light color Chinese Gloss Lacquer you are using only two coats in all, but if you attempted with any other finish to apply a light color over a dark finish you would have to use several coats of finish and then your new color would never be as clear, as brilliant or as satisfactory as the result you can produce upon the dingiest, oldest article with one coat of ground color and one coat of Chinese Gloss Lacquer. There is no need of using any removers or other troublesome or expensive methods of getting rid of the old finish before applying a light color in Chinese Gloss Lacquer. A thorough coating with the Ground Color (undercoat) is all that is needed as a foundation for natural, light oak, dark oak or cherry Chinese Gloss Lacquer. Apply Chinese Gloss Lacquer with a flat varnish brush.

Stencils

For Patterns and Prices See Page 12.



Our stencils are made of heavy oiled paper and are used for making borders, binders, panel borders or centerpieces on kalsomined, painted or frescoed walls.

For stencil color on kalsomined, frescoed or papered walls, use kalsomine of a harmonizing color, to which add an ounce or less, according to color desired, of dry lampblack (use No. 30B2343 Lampblack, listed on page 14). For stenciling on painted walls, prepare the stencil paint as follows: Take a quantity (enough to complete the job) of the body paint and allow it to settle. Pour off all the heavy oil and some of the paint, then add turpentine (enough to make a thick paste) to the heavy material at the bottom of the can and stir thoroughly, gradually adding the coloring (use *color in oil,* see page 14) until the desired shade of color is obtained. It is then ready to use. Where stencils are to be used for kalsomine stenciling, it is necessary that they be given a light coat of shellac on both sides before using.

Flat Finish Paint

For Colors See Page 5; for Prices See Page 11.

A Dull Finish Paint for Interior Decoration.

Remove the entire top of the can, so that the paint can be properly stirred.

The surface of walls must be free from grease and dirt. For best results size the walls first before applying the paint. Use No. 30B2734 Special Flat Finish Paint Size (see page 11). Apply this size to the walls with a wide paint brush and allow twenty-four hours for size to dry, then apply Seroco Flat Finish Paint. Kalsomined walls must be washed with a sponge and warm water, so that every trace of the kalsomine is removed. If the walls have been sized or painted it will not be necessary to apply the above size.

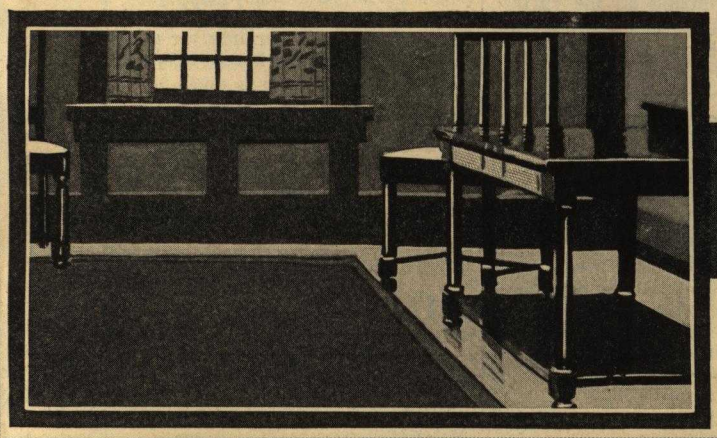
How to Apply Floor Paint

For Colors See Page 4; for Prices See Page 9.

Old floors which have been painted should be scrubbed with soap and water, rinsed with clear water and allowed eight to twelve hours to dry, when the first coat of paint can be put on. Allow twenty-four hours for each coat of paint to dry. On new floors apply three coats. Apply with a flat wall brush 3 or 3½ inches wide. Thin with turpentine.

Some parts of the floor receive more wear than others. For this reason it is advisable to touch up those parts occasionally. Do this before the paint wears through to the wood and you will always have a neat and solid floor. Seroco Floor Paint can be used on toys, chairs, benches or other furniture and will leave a hard, non-sticky surface.

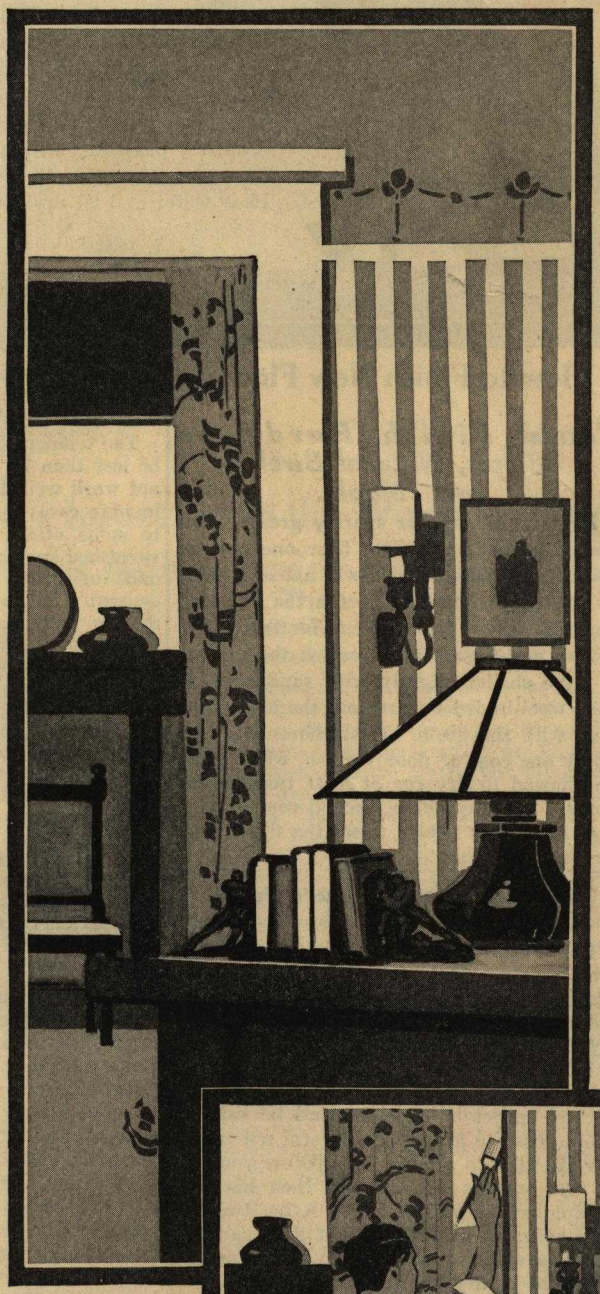
On page 9 we list both an Interior Floor Paint and a Porch Floor Paint. Apply both according to above directions. Never use interior paint on exterior surfaces.



To Apply Kalsomine and Fresco Colors

For Colors See Page 5; for Prices See Page 11.

If the walls have been previously kalsomined, remove the old kalsomine from the walls with a sponge and water. A little vinegar added to the water will soften the kalsomine and it can be more easily removed. If the walls have not been previously coated, they should be sized before the kalsomine is applied. Our Kalsomine Size No. 30B2736 (see page 11) is recommended. Be sure that the size is perfectly dry before applying the kalsomine.



Varnishing

Keep the can of varnish tightly corked when not in use. Should the varnish be very thick, thin with turpentine, but it is better to keep the can corked, so the varnish will not thicken, as it will wear longer when used in its natural state. Clean brushes are necessary for good work. Do not use old paint brushes or brushes that have been soaked in oil. Varnish brushes can be had from us for so little money that it does not pay to use an old brush. Varnish should not be brushed out as paint is but should be laid on, that is, spread on a heavy coat and even it with as few strokes of the brush as is possible. Of course too heavy a coat will cause it to run and this must be avoided. For old varnished surfaces, remove the gloss by rubbing it with pumice stone and water. Take finely powdered pumice stone and mix it with water to a creamy paste and with a cloth dipped in the pumice stone give the surface a good rubbing. This is not intended to remove the old varnish but simply to remove the gloss. Wash with clear water and let dry thoroughly. It will then be ready for the varnish.

How to Finish New Floors

Varnish Finish, Hardwood Floors, Natural Birch and Maple.

Remove all plaster marks, grease, dust and discolorations. Give floor one coat of thin white shellac, which will act as a filler as well as an undercoat for the finishing varnish. Allow twelve hours for the shellac to dry and then rub or scratch the surface of the shellac slightly with sandpaper or steel wool in order to remove the high gloss. Rub with the grain. Dust thoroughly and apply one coat of floor varnish, which must be allowed to dry for at least twenty-four hours. Then apply the second coat of varnish and after twelve hours the floors may be used.

Varnish Finish, Hardwood Floors, Oak.

For a light or dark oak finish, use either our light or dark oak paste wood filler, which you must thin to the consistency of paint by adding turpentine or benzine. Apply filler with a brush the same as you would paint and after fifteen or twenty minutes rub off all the surplus filler with a piece of burlap, carpet or excelsior and be sure to rub across the grain. Be careful not to allow the filler to get too hard before you rub off the surplus as you will then have to sandpaper the entire floor. After twenty-four hours apply two coats of floor varnish, allowing at least twenty-four hours for the first coat to dry before putting on the second coat.

Varnish Finish, Hardwood Floors, Cherry, Walnut, Mahogany and Rosewood.

Mix a small quantity of oil stain with the paste wood filler and apply filler as you would for an oak finish. Then give the entire floor a coat of oil stain of the desired shade, being careful not to put on too much stain. Rub off the stain with a soft cloth after you have obtained the desired color and allow twenty-four hours for the stain to dry. Then apply two coats of floor varnish, allowing twenty-four hours between first and second coats.

Varnish Should Be Put in a Warm Room Before Using.

The temperature of the varnish should not be less than 75 degrees. When varnish does not work well do not blame the quality, for in nine cases out of ten the trouble is due to some other cause. Small pin holes in varnished surfaces which give it the appearance of being sandy are due to several causes: First, a change of atmosphere from dry to damp may be the cause. Second, mixing of varnishes of different qualities. Third, varnishing over fillers or varnish that is not hard enough. Fourth, varnishing when the room is damp and cold. Fifth, putting cold varnish on warm surfaces or putting warm varnish on cold surfaces. Sixth, insufficient ventilation. It is important that the room be well ventilated while varnishing and after you have finished; this means that you must select a dry day for varnishing; your varnish will dry quicker and a better finish is assured.

Varnish Finish, Soft Wood Floors.

All cracks and crevices should first be filled with our crevice filler; this material is applied with a putty knife, the same as putty, and may be colored with oil stain to match the color you intend to use. After all cracks have been carefully filled, apply a coat of oil stain (of desired shade) and when the surplus stain has been rubbed off with a soft cloth, the floor is ready for the varnish. Allow twenty-four hours for the stain to dry before putting on the varnish and twenty-four hours for each varnish coat. Three coats of varnish should be applied to insure a lasting finish.

Wax Finish, Hardwood Floors.

Use paste wood filler and stain (if other than natural color is wanted) the same as you would for a varnish finish. Then apply a coat of thin shellac. When dry, apply an even coat of our prepared floor wax with a soft cloth and rub well into the wood. Polish with a regular wax polishing brush, or tack a piece of carpet to a wood block. The more energy you put into the polishing, the higher gloss and finish your floors will have. Worn spots may be touched up at any time without going over the entire floor.

Soft wood floors will not take a wax finish.

How to Finish Interior Woodwork

Yellow Pine, Natural Finish.

First, rub down the surface smooth with either sandpaper or steel wool and dust thoroughly. Next, apply a coat of shellac (orange shellac will make a darker finish); after twelve hours a coat of hard oil finish. After twenty-four hours apply another coat of hard oil finish or if a real high gloss is desired apply our interior spar varnish.

Exterior Doors, Yellow Pine, Natural Finish.

After rubbing down and thoroughly dusting, give the surface a coat of boiled linseed oil thinned down with a little turpentine. This is necessary on account of the sappy or resinous nature of the wood. Next apply a coat of shellac, which you should allow to dry for at least twelve hours before putting on a coat of varnish. Use only our outside spar varnish, two coats recommended, and allow twenty-four hours between coats.

Interior Doors and Woodwork; Oak, Mahogany and Other Open Grain Wood.

Smooth down as you would for yellow pine and apply a coat of paste wood filler. Reduce the filler to the consistency of paint by adding either turpentine or benzine. Apply the filler as a varnish with any bristle brush, and after it has been allowed to partially harden, rub off the surplus filler with a piece of carpet or burlap. When rubbing off the surplus filler be sure to rub across the grain of the wood. After the filler has been rubbed, allow at least twenty-four hours for drying before applying the varnish. We recommend either our extra light hard oil finish or our interior spar varnish. Allow twenty-four hours between varnish coats.

Interior Doors and Woodwork to Be Stained Before Varnishing.

Follow the above instructions, except that the paste wood filler should be colored with oil stain before being applied. Rub off the surplus filler as above described and allow eight hours for the filler to dry. Then apply a coat of oil stain. The wood absorbs the stain gradually and when the woodwork is of the desired shade rub off the stain still on the surface with a soft cloth, and be sure to rub with the grain. Allow the stain to dry twenty-four hours and then finish with varnish as you would for oak finish as before described.

Everybody Agrees That the Greatest Property Insurance in the World Is Paint

Offered a Good Price for His Place Because It Was Painted

Correspondence From "Farmers' Mail and Breeze"

Have you ever gone along the road in an unfamiliar community and looked across the fields to a set of buildings which stood out from all the rest because every building was neatly painted? If you have, you have said to yourself, "There is a progressive farmer who owns a good farm."

If you were on this trip in search of a farm to purchase, you no doubt went out of your way to visit that man. You probably offered him a good price for his place. Farm values are unquestionably increased by painting the buildings. Paint has a wonderful psychological effect on the visitor, and a great preserving effect upon the buildings themselves. Well painted buildings also have a good effect on the farmer and his helpers.

Painting Is a Step Toward Better Things

From "The Farm Magazine"

Economy of Painting

Painting is a sort of economy we ought to make more use of. It adds to the life of the buildings, vehicles and machinery. And not only that, but it makes the farm much more attractive.

We are apt to overlook that consideration because it doesn't seem to yield any immediate revenue. But it's a step toward better things. And the first step taken, the next step is easier. Of course, that doesn't mean that a man inevitably becomes a better farmer if he daubs a little paint on the old wagon or paints his house a pleasing color. There's no magic in a pot of paint. But there's common sense in it. It saves things from going to pieces before their time and gives the farm a thrifty look. And the man who begins economizing in the right way and nursing thrifty looks is more apt to be a good farmer than the chap who doesn't "care a hang."

We all intend to paint and fix things up after awhile, but we really can't afford to wait until we can afford it. Painting will save things now that will be beyond painting later on. Let's get busy. Here is some advice by Jerome B. Frisbie of the Colorado Agricultural College that may come in handy:

The best paint is a mixed paint; white lead alone is too soft and tends to become chalky while zinc white is too hard and will crack and peel off.

A mixture of white lead and zinc white, containing not over 25 per cent of zinc white is much more durable than one alone.

Look for the Guarantee of the Paint Manufacturer

Clipping From "Farmers' Review"

Buying Paint

Buying paint for your buildings is like buying clothes for yourself. You buy to both give protection and improve appearance. In the clothes you want goods that will wear well and look well. In paint you want the same qualities. In both, the guarantee and character of the manufacturer back of the product are qualities of value.

Few Buildings So Old That They Cannot Be Improved by a Coat of Paint

Clipping From "Southern Agriculturist"

Paint is like charity—it covers a multitude of faults. More than that, it prevents another multitude, if applied in time to preserve board surfaces and keep water out of the grain of the wood.

Paint is best applied while buildings are new. It takes less to cover satisfactorily and a finer finish is possible than when it is put on weatherbeaten surfaces. However, there are few buildings so old that they may not be improved and their period of service lengthened by a coat of paint.

Read What the Bankers Say

Clipping From "Home and Farm"

The Credit Value of Paint

An investigation among the bankers has disclosed the fact that the selling value and loan value on a farm with well painted and well kept buildings is about 25 per cent greater than it would be if the buildings were not well taken care of. Bankers say that the farmer with unpainted, weatherbeaten buildings is generally looked upon as hard up and slow pay, while a farmer who keeps his property in good shape is thrifty and a safe man for a loan. But there is more than a money value in paint. In this busy little world of ours where everybody judges others so much by external appearances, the use or lack of paint oftentimes determines the social standing of a family. Rough weatherbeaten buildings are taken as signs of shiftlessness and the lack of pride, and we all should have pride in our homes. It is easy to paint the odds and ends about the farm—paint is cheap and easy to apply. Paint is now sold ready mixed and it is a better paint than it is possible to make by hand. All that is necessary is to buy a can of the right material for the article you intend to paint, get a brush and in an odd half hour you will have worked wonders.

Save $750.00 by Painting Your Barn. Three Wagons for the Cost of One if Kept Painted

Clipping From "Home and Farm"

The greatest property insurance on the farm, greater than tornado or burglar insurance, greater even than fire insurance, is paint. True, its value is seldom brought as forcibly to one's attention as the others, but nevertheless, slowly and surely, an unpainted structure goes to ruin. In a hot spell the boards shrink and become bone-dry, during the first rainstorm the water soaks thoroughly into the wood, the boards swell and warp, decay sets in. It is only a matter of a few years under these conditions before the warped and rotted wood has to be replaced with new timber.

As near as we could determine in a recent investigation, the average barn costs $1.000. This average barn will lose its value as a barn through decay in twenty-five years. In other words, you are losing by depreciation $40 a year. If, on the other hand you had painted the barn when erected and about every fourth year after that, the structure would last fully fifty years, which would only mean a depreciation of $20 a year. Adding an average of $5 a year for paint would mean that a painted barn costs $25 a year against $40 a year for an unpainted one. To sum up, you save $750 for you and your children by painting your barn regularly. If we could tell now how much more the cost of lumber and labor would be in the future and the damage done to crops by leaky roofs and siding, the comparison would even be more favorable for paint.

We have found the average life of a wagon to be but six years—just think of the money wasted buying new equipment when by painting twice a year and keeping it under cover when not in use, the wagon will last twenty years. Mowers, binders, etc., if painted regularly and kept under cover when not in use, should last ten or twelve years, but the manufacturers estimate seven years to be the average. It is through no fault of theirs that the time is so short, but solely because the farmer does not realize the investment value of paint and shelter. Do you not agree with us that painting is much cheaper than replacing?

Read What Your Neighbors Say About Seroco Paint

North

Read What This Painter Says.

Dale, Wis.

Sears, Roebuck and Co., Chicago, Ill.

Dear Sirs:—I am greatly pleased with your Seroco Paint which I have been using this season. I am a painter by trade and can say it is the best paint I have ever used. It will cover from 250 to 300 square feet, and besides I have gained more work by using Seroco Paint. I save at least one-third by buying my paint of you. Please send me the prices of linseed oil and also your samples of wall paper.

M. L. VOIGT.

Covers More Surface and Wears Better Than He Expected.

154½ Allen St., Milwaukee, Wis.

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—The paint I recently purchased from you proved very satisfactory. It covered more surface, appears to wear better and has a better gloss than I expected. I purchased forty-five gallons and made quite a saving in the cost.

R. H. WHITMAN.

Saved About 50 Cents per Gallon and Secured a Paint That Was Well Worth the Money.

R. F. D. 162, Morris, Minn.

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—I am very well pleased with the paint I purchased of you. It went farther than I expected and is as good as I ever purchased at a much higher price. I consider that I saved about 50 cents per gallon and secured a paint that is well worth the money.

HENRY THIEMAN.

Our Paint O. K. After Four Years. Other Kind Cracked and Peeled Off.

Attica, Ind.

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—About four years ago my father built our present home, and he bought his painting and varnishing materials from you. The varnish cannot be beat. At the time he placed his order he thought he had purchased enough paint for the entire house. Later on he discovered that he had not secured enough paint. He bought the rest locally because he could not wait until he had ordered some from you. Your paint looks as nice today as the day he put it on, while the paint he purchased locally has all cracked and peeled off and that portion of the house will have to be repainted.

RUTH O. CAIN.

Looks and Wears Well.

Algonac, Mich.

Sears, Roebuck and Co., Chicago, Ill.

Dear Sirs:—In regard to the paint you sent me, I can say it has proved satisfactory in every way. It has stood through two hard winters and I find it stands all right; looks and wears well. I have some jobs of house painting and will send you an order.

W. G. SWARTOUT.

South

Covering Capacity More Than Any Other Paint He Has Ever Used and Has the Best Painted House in the Neighborhood.

Laurel Hill, Fla.

Sears, Roebuck and Co., Chicago, Ill.

Dear Sirs:—Regarding the paint I purchased from you, will say that I am more than pleased with the same. The covering capacity is more than any paint I have used before and I have used more or less of different brands of paint for the last thirty-two years. It works easy under the brush, covering on the average about 250 square feet, two coats to the gallon, and looks O. K. I have the best painted house here and everyone says so. As to cost, I have made a large saving by buying paint from you, for I can't buy paint here except at a much higher price and it doesn't seem any better. In the future will buy paint from you and recommend it to every user of paint.

C. A. LABORS.

Never Saw Any Paint That Could Equal Seroco House Paint.

Inez, Texas.

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—I have received the Seroco House Paint and I must say that I am very highly pleased with it. Your Seroco House Paint is far spreading and easy working under the brush and has a very high gloss. I have never seen paint of its equal and I cannot see how you can make such good paint for so little money.

ROBERT F. GASCH.

A Painter of Thirty Years' Experience Says Seroco Ready Mixed House Paint Leads Them All.

Lewisburg, Ky.

Sears, Roebuck and Co., Chicago, Ill.

Dear Sirs:—I have been in the house painting business for thirty years and have used nearly all the different kinds of paint on the market. Some of them I found to be good and some bad, but I find Seroco Ready Mixed Paint the best of all.

J. W. DAVIS.

East

A Master Painter Praises Seroco Paint.

P. O. Box 191, Marlboro, N. Y.

Sears, Roebuck and Co., Chicago, Ill.

Dear Sirs:—We have used quite a little of your paint and find it gives perfect satisfaction. We are painters and of course know what constitutes good paint. My father is a master painter and praises your paint very highly.

ALBERT J. MASTEN.

Has Used Seroco Paint on His Boats for the Last Five Years With Perfect Satisfaction.

Lakeville, Conn.

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—I have used your Seroco Paint for the last four or five years and it has given perfect satisfaction. The paint I have bought of you I have used on boats, so it is difficult to estimate the covering capacity. I am using it every day and it works nicely. I paint every year one coat, so the wearing quality does not make so much difference to me. The paint is all right and I can conscientiously recommend it to anyone who uses paint.

W. B. PEABODY.

Three Years' Test Has Proved the Merits of Seroco Paint.

Akron, Ohio.

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—We are very glad to say that the paint we received from you over three years ago has proven entirely satisfactory. It is all that you claim for it.

N. E. and WM. H. BOEHME.

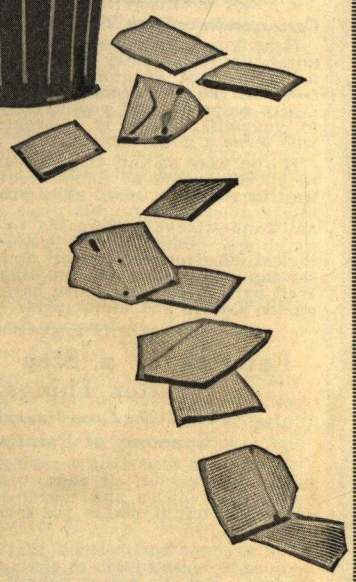
Saved 65 Cents on Each Gallon. Superior to Other Paints.

Center Sandwich, N. H.

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—Supported by my faith in your correct dealing, I bought of you enough white paint to give my house two coats. I paid $1.10 per gallon. At that time the price here for mixed white paint was $1.75. The paint obtained of you spreads better, goes farther per gallon, dries without streaks and presents a smoothness superior to the more expensive paint. This testimonial was not solicited.

C. H. WHITE.



West

Saved at Least One-Third. Is Perfectly Satisfied and Will Not Buy Paint Anywhere Else.

Nampa, Idaho.

Sears, Roebuck and Co., Chicago, Ill.

Dear Sirs:—Regarding the paint I purchased from you a short time ago, will say that it is all right. It covers fully as much as you claim and works fine under the brush. Your varnish stain is fine. I just finished my home inside with it and it has made a fine job. Will say that I am perfectly satisfied and will not buy paint anywhere else. I saved at least one-third by buying paint of you.

JACOB REESER.

Saved About $35.00 on One Order.

R. F. D. No. 4, Modesto, Cal.

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—The paint, alcohol shellac and varnish I bought of you are excellent; the best I ever used. My neighbor, who is building two houses, will order his paint and varnish of you. I am writing this in return for the courteous way you treated my order. You saved me about $35.00 on this one order.

S. E. GARBER.

How we make Seroco paint

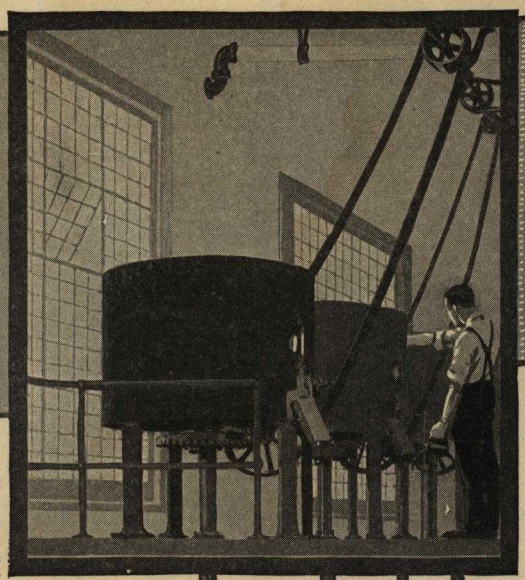
We set the highest standard for the manufacture of our paints. They must have certain qualifications which will make them as good as possible. We experiment for years in developing a formula and we are never satisfied until the paint we manufacture can be recommended and guaranteed with the utmost confidence. After it has attained this high standard of excellence which we adopt, we set a price. Under no condition do we first set a price and then cheapen the paint in order to make it at that figure.

We make this paint just as good as we know how. When we say this we mean that, after a quarter of a century of making paint, we are using our experience in manufacturing a product such as *you* would make should all our experience and facilities be at your disposal and you were to make a paint for *your own use,* thinking only of durability, regardless of cost.

The paints listed in this catalog are manufactured under our own supervision in our own factory, one of the largest paint factories in the world. Every ingredient used in their manufacture is thoroughly tested by expert chemists employed in our Paint Department. By putting the ingredients to a chemical test we insure a uniform quality of paint, nothing being used that fails to come up to our standard of quality. These paints are made according to our own formulas and are combinations of materials that produce long wearing paints, as has been proven by years of weather tests. They are high grade scientifically prepared paints that measure up to our guarantee. We will furnish new paint free and pay the transportation charges if our paints do not satisfy you perfectly.

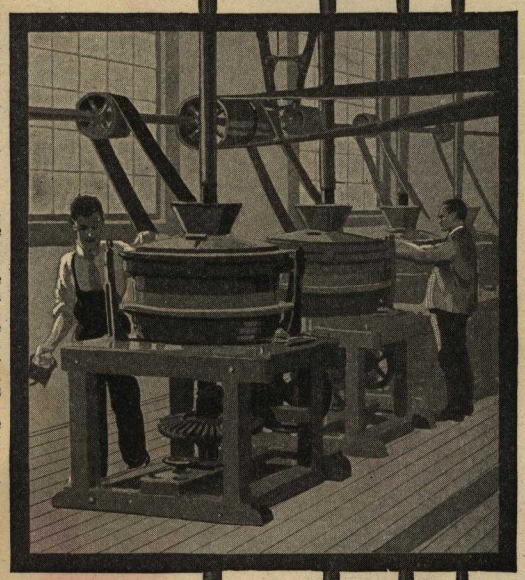
Quality Guaranteed

By manufacturing our own paint we secure a quality so high that we can safely guarantee it. In addition we effect a large money saving, as compared with the purchase of paints in the ordinary way, because we add but one profit to the actual manufacturing cost, eliminating all the middlemen's profits and expenses which add nothing to the quality of the paint. Remember, whatever you pay in excess of the low prices we ask will not bring you any better quality. Thousands of our customers have written us testifying to the good qualities of our paints, and when we tell you that we sell more than a million gallons of paint a year you can form some idea of the tremendous success of our Paint Department.



First Operation.

MIXING THE OILS AND PIGMENTS. Enough oil is added and mixed into the pigments to prepare them for the grinding machines. After a thorough mixing the pigments travel through a tube or pipe directly into the grinding machines on the floor below.



Second Operation.

THE GRINDING MACHINES. The particles are crushed by powerful millstones until fine enough to form an impervious film. Each machine weighs 2,700 pounds. Still another operation is necessary, and so the pigments pass to the floor below through the large pipes shown in illustration.

Third Operation.

THE AGITATORS. Sufficient oil is added to the ground pigments to secure the proper consistency and the mixture is stirred by large paddles until a perfect paint is formed. These paddles keep the mixture uniform at all times while the paint is being drawn off into cans.

Putting on and Sealing the Tops.

This Index is an Open Door to a More Attractive Home

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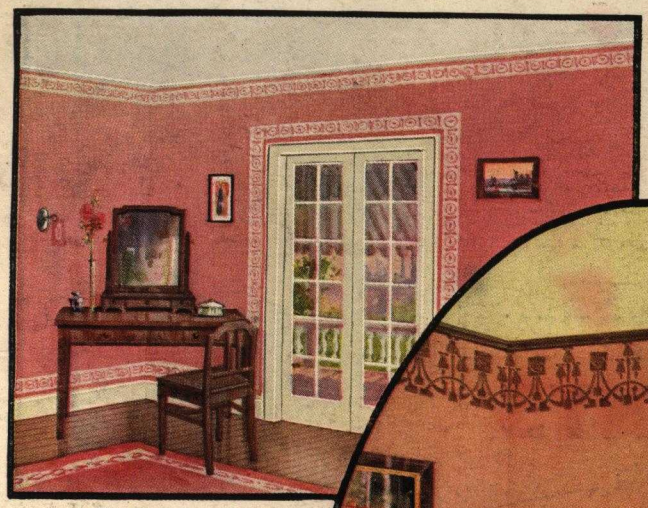
Let This Book be Your Guide

SEROCO FLAT FINISH WALL PAINT

MAKES BEAUTIFUL INTERIORS



To reproduce the room illustrated above, use for the

Wall—No. 30B2007 Pink

Ceiling — No. 30B2013 White

Stencil Color—No. 30B2013 White

Stencil—No.30B421

To reproduce the room illustrated above, use for the

Wall—No. 30B2013 White

Ceiling — No. 30B2016 Blue Tint

Stencil Color—No. 30B2013 White

Stencil—No.30B446

To reproduce the room illustrated below, use for the

Wall—No. 30B2004 Pearl Gray

Ceiling — No. 30B2013 White

Stencil Color—No. 30B2005 Cream

Stencil—No.30B424

To reproduce the room illustrated below, use for the

Wall—No. 30B2018 Green Tint

Ceiling — No. 30B2018 Green Tint.

Lower Wall—No. 30B2019 Medium Green

Stencil Color—No. 30B2019 Medium Green

Stencil—No.30B447

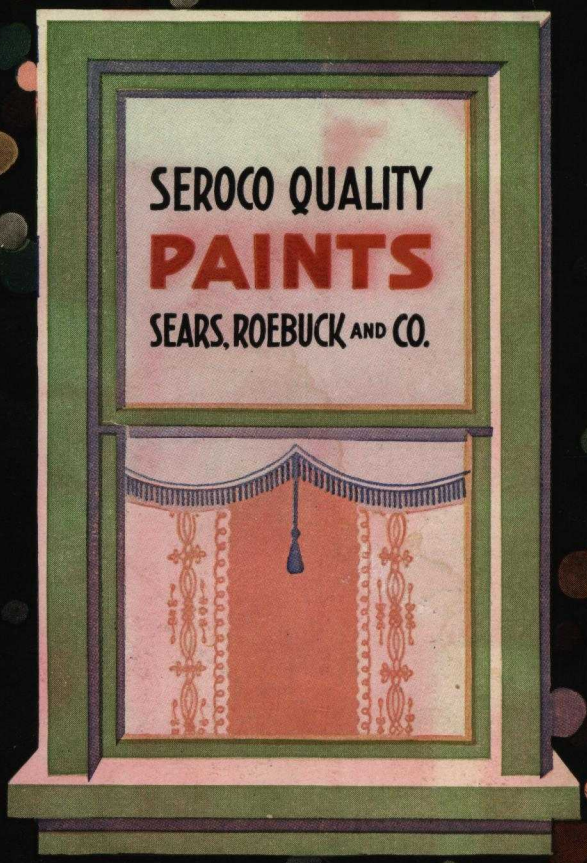
To reproduce the room illustrated above, use for the

Wall—No. 30B2008 Buff

Ceiling — No. 30B2005 Cream

Stencil Color—No. 30B2009 Seal Brown

Stencil—No.30B444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